

ELMOT ROPER AND ASSOCIATES

1001752972

Volume 2

A STUDY OF
COLLEGE STUDENTS' CIGARETTE SMOKING
HABITS AND ATTITUDES

MAY 1956

1001752973

A STUDY OF
COLLEGE STUDENTS' CIGARETTE SMOKING
HABITS AND ATTITUDES

VOLUME II

Prepared for
PHILIP MORRIS, INC.

May 1956

Copy No. 25

1001752974

ELMO ROPER AND ASSOCIATES

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QUESTIONNAIRES

1001752977

Job No. 896 April, 1956 Number _____ Place _____ **A**

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased 10-1 Same 3
Decreased 2 Don't know 4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes 11-1 (Skip to 4)

No 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes 11-3 (Skip to 3)

No 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12- }
(Skip
to 35)
13- }

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago 14-1
1 up to 2 years ago 2
2 up to 4 years ago 3
4 or more years ago 4
Don't know 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel 15-1
Cavalier 2
Chesterfield (R) 3
Chesterfield (K) 4
Herbert Tareyton (R) 5
Herbert Tareyton (K) 6
Herbert Tareyton (F) 7
Kent 8
Kool (R) 9
Kool (K) 0
L & M X
Lucky Strike Y
Marlboro 16-1
Old Gold (R) 2
Old Gold (K) 3
Old Gold (F) 4
Pall Mall 5
Parliament 6
Philip Morris (R) 7
Philip Morris (K) 8
Raleigh (R) 9
Raleigh (K) 0
Regent (R) 17-1
Regent (K) 2
Regent (F) 3
Spud 4
Viceroy 5
Winston 6
Other regular 7
Other king 8
Other filter 9
Roll your own 0
No regular brand X
Don't know Y

c. Why did you stop smoking cigarettes (so much)?

18- }
(Skip
to 35)
19- }

Don't know 19-Y

4. How old were you when you started to smoke cigarettes?

Under 13 20-1
13 or 14 2
15 or 16 3
17 or 18 4
19 or 20 5
21 or over 6
Don't know 7

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5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes adver- tising	11a. Dislikes adver- tising
Camel (R)	21-1	24-1	27-1	30-1	33-1	36-1	39-1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4	3	3
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6	5	5
Herbert Tareyton (F)	7	7	7	7	7		
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0		
L & M (F-R)	X	X	X	X	X	X	X
L & M (F-K)	Y	Y	Y	Y	Y		
Lucky Strike (R)	22-1	25-1	28-1	31-1	34-1	37-1	40-1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3		
Old Gold (K)	4	4	4	4	4	3	3
Old Gold (F)	5	5	5	5	5		
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9		
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X		
Regent (R)	23-1	26-1	29-1	32-1	35-1		
Regent (K)	2	2	2	2	2	38-1	41-1
Regent (F)	3	3	3	3	3		
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0 (Skip	0 (Skip	0 (Skip	XXXX	XXXX (Skip	XXXX	XXXX
None or don't know	X to 6)	X to 10)	X to 8)	X	X to 10)	X	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

42-

43-

Don't know 43-Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44-1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

1001752979

6a. What brand of cigarettes do you now smoke most often? (RECORD AT LEFT IN COLUMN 6a)

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months 45-1 2 up to 3 years 5
3-6 months 2 3 up to 4 years 6
6-12 months 3 4 years or more 7
1 up to 2 years 4 Don't know 8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? (RECORD AT LEFT IN COLUMN 7a)

b. (IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a) How did you happen to leave (old brand—7a) and change to (present brand—6a)?

46-
47-
Don't know 47-Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)

Father 48-1 Other female relative 6
Mother 2 Roommate 7
Brother 3 Male friend 8
Sister 4 Female friend 9
Other male relative 5 No one else 0
Don't know X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? (RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes"). What was the last brand you tried at least a pack of? (RECORD AT LEFT IN COLUMN 9a)

b. Why didn't you change permanently to (brand tried last—9a)?

49-
50-
Don't know 50-Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? (RECORD AT LEFT IN COLUMN 10)

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? (RECORD AT LEFT IN COLUMN 11a)

b. What don't you like about the advertising?

51-
52-
Don't know 52-Y

12a. About how many cigarettes a day do you usually smoke?

6 or less 53-1 36-45 53-5
7-15 2 46-55 6
16-25 3 56 or more 7
26-35 4 Don't know 8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many 53-9
All right 0
Don't know X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.

IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.

IF SMOKES REGULAR SIZE (R) IN 6a, SKIP TO 18.

IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10-
11-
Don't know 11-Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes 12-1 (Ask b)
No 2 (Skip to 15)
Don't know 3

b. Under what circumstances do you like to smoke them?

13-
14-
Don't know 14-Y

1001752980

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15-1	} (Ask b)
Kent	2	
L & M	3	
Marlboro	4	
Old Gold	5	
Parliament	6	
Regent	7	
Viceroy	8	
Vogue	9	
Winston	0	
Other	X	
None or don't know	Y	(Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

16-	} (Skip to 24)
17-	
Don't know	

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

10-	
11-	
Don't know	11-Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12-1	(Ask b)
No	2	} (Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13-	} (Skip to 20)
14-	
Don't know	

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

10-	
11-	
Don't know	11-Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12-1	(Ask b)
No	2	} (Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13-	
14-	
Don't know	14-Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes	15-1	(Ask b)
No	2	(Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16-1	Regent	16-7
Kent	2	Viceroy	8
L & M	3	Vogue	9
Marlboro	4	Winston	0
Old Gold	5	Other	X
Parliament	6	None or don't know	Y

21. What don't you like about filter tip cigarettes?

17-	
18-	
Don't know	18-Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19-1	(Ask b)
No	2	} (Skip to 23)
Don't know	3	

b. Under what circumstances do you like to smoke them?

20-	
21-	
Don't know	21-Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve	22-1
Won't be able to improve taste	2
Don't know	3

1001752381

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23-1	23-5	23-9
Non-filter	2	6	0
No difference (vol.)	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? (RECORD ABOVE)

c. Which do you think tastes better—filter or non-filter cigarettes? (RECORD ABOVE)

25. All things considered, which do you think does the best job of filtering—the tobacco itself or a built-in filter?

Tobacco itself	24-1
Built-in filter	2
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? (HAND RESPONDENT WHITE CARD)

Advertise on college radio	25-1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26-

27-

Don't know 27-Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28-1	(Ask b)
No	2	(Skip to 29)
Don't know	3	

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	d. Donor sold	Donor not sold (vol.)
Camel	29-1	31-1	33-1	2
Cavalier	2	2	33-4	5
Chesterfield	3	3	33-7	8
Herbert Tareyton	4	4	33-0	X
Kent	5	5	34-1	2
Kool	6	6	34-4	5
L & M	7	7	34-7	8
Lucky Strike	8	8	34-0	X
Marlboro	9	9	35-1	2
Old Gold	30-1	32-1	35-4	5
Pall Mall	2	2	35-7	8
Parliament	3	3	35-0	X
Philip Morris	4	4	36-1	2
Viceroy	5	5	36-4	5
Vogue	6	6	36-7	8
Winston	7	7	36-0	X
Other	8	8		
Don't know	9	9		

c. (ASK FOR EACH BRAND CHECKED IN b) Were you given (brand) to try? (RECORD ABOVE)

d. (ASK FOR EACH BRAND CHECKED IN c) Now how about the person who was giving out the (brand given)—did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? (RECORD ABOVE)

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37-

Don't know 37-Y

1001752982

30. Here is a card with a list of words and phrases on it. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes, etc.)? Any others?

	a. Lucky Strikes	b. Philip Morris	c. Winston	d. Marlboro
Good flavor	38-1	40-1	42-1	44-1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39-1	41-1	43-1	45-1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. (HAND RESPONDENT PINK CARD) If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

	a. Truck driver	b. Debutante	c. Doctor	d. Young business executive	e. Stenographer
Camel	46-1	48-1	50-1	52-1	54-1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47-1	49-1	51-1	53-1	55-1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (HAND RESPONDENT PINK CARD)

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60-1	62-1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61-1	63-1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64-1	(Ask b & c)
Parliament kind	2	
Either kind of hard (vol.)	3	(Skip to c)
Soft package	4	(Skip to d)
Don't know	5	(Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

	65-
	66-
Don't know	66-Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

	67-	(Skip to 34)
	68-	
Don't know	68-Y	

d. Why would you prefer the soft package to the hard ones?

	69-
	70-
Don't know	70-Y

1001752983

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes 71-1 (Ask b)

No 2 (Skip to d)

b. How many did you buy?

By the pack 72- (write in #)

By the carton 72- (write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

	c. Bought yesterday	d. Usually buy
On campus		
Cafeteria or restaurant	73-1	74-1
Campus store	2	2
Vending machine in store or restaurant	3	3
Vending machine elsewhere (dorm, fraternity, etc.)	4	4
Other	5	4
	(Skip to 35)	(Ask e)
Off campus		
Cafeteria or restaurant	6	6
Grocery or supermarket	7	7
Drugstore	8	8
News-cigar stand or store	9	9
Vending machine	0	0
Other	X	X

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?

Pack 75-1

Carton 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes 54-1 (Ask b)

No 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert	55-1	Edgeworth	56-1
Half & Half	2	George Washington	2
Velvet	3	Old Briar	3
Sir Walter Raleigh	4	Holiday	4
Kentucky Club	5	Bond Street	5
Model	6	Briggs	6
Union Leader	7	Revelation	7
Granger	8	Other	8
		Don't know	9

ASK EVERYONE

36a. Do you have a college radio station?

Yes 57-1 (Ask b)

No 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily 57-3

Several times a week 4

Once a week 5 (Ask c)

Less often 6

Never 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes 57-8

No 9

Don't know 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly 58-1

Occasionally 2 (Ask b)

Never 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes 58-4

No 5

Don't know 6

c. Do they carry a column by Max Shulman in it?

Yes 58-7 (Ask d)

No 8 (Skip to 38)

Don't know 9

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like 59-1 (Skip to f)

Dislike 2 (Ask e)

Feel so-so 3

Never read (vol.) 4 (Skip to 38)

Don't know 5

e. Why don't you like it?

Don't know Y

f. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand)	61-1
Philip Morris	2
Marlboro	3
Parliament	4
Other cigarettes	5
Other products	6
Don't know	7

1001752984

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily 62-1
Several times a week 2 (Ask b) Less often 4 (Skip to 39)
About once a week 3 Not at all 5

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? (HAND RESPONDENT GREEN CARD)

	28b. Radio	39b. TV
Weather reports	63-1	65-1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64-1	66-1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning	Afternoon	Evening
Before 8 67-1	12-1 68-1	6-7 68-7
8-9 2	1-2 2	7-8 8
9-10 3	2-3 3	8-9 9
10-11 4	3-4 4	9-10 0
11-12 5	4-5 5	After 10 X
	5-6 6	

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily 69-1
Several times a week 2 (Ask b) Less often 4 (Skip to 40)
About once a week 3 Not at all 5

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? (RECORD ABOVE)

39c. At what hours do you usually watch television?

Morning	Afternoon	Evening
Before 8 69-6	12-1 70-1	6-7 70-7
8-9 7	1-2 2	7-8 8
9-10 8	2-3 3	8-9 9
10-11 9	3-4 4	9-10 0
11-12 0	4-5 5	After 10 X
	5-6 6	

40. Now this is all except for a couple of questions on beverages—Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk	d. Highball or cocktail	e. Beer
Several times daily	71-1	72-1	73-1	74-1	75-1
Once a day	2	2	2	2	2
Several times a week	3	3	3	3	3
Once a week	4	4	4	4	4
Less often	5	5	5	5	5
Never	6	6	6	6	6
Don't know	7	7	7	7	7

FACTUAL

Sex:	Class:
Male 76-1	Freshman 77-1
Female 2	Sophomore 2
	Junior 3
	Senior 4
Age:	Where Live:
Under 16 76-3	Dormitory 77-5
16 4	Fraternity or Sorority 6
17 5	Own home 7
18 6	Other 8
19 7	Belongs to Sorority or Fraternity 77-9
20 8	Not a member 0
21 9	Marital Status:
22-24 0	Married 77-X
25 or over X	Not married Y
Location of student's home:	Size of Place where student lives:
New England 78-1	Over 1,000,000 79-1
Middle Atlantic 2	500,000 - 1,000,000 2
East North Central 3	100,000 - 500,000 3
West North Central 4	25,000 - 100,000 4
South Atlantic 5	2,500 - 25,000 5
East South Central 6	Under 2,500 or rural 6
West South Central 7	
Mountain or Pacific 8	

Interviewer's Initials

Respondent No.

1001752985

Job No. 896 April, 1956 Number Place **B**

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased 10-1 Same 3
Decreased 2 Don't know 4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes 11-1 (Skip to 4)
No 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes 11-3 (Skip to 3)
No 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12- }
(Skip
to 35)
13- }

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago 14-1
1' up to 2 years ago 2
2 up to 4 years ago 3
4 or more years ago 4
Don't know 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel 15-1
Cavalier 2
Chesterfield (R) 3
Chesterfield (K) 4
Herbert Tareyton (R) 5
Herbert Tareyton (K) 6
Herbert Tareyton (F) 7
Kent 8
Kool (R) 9
Kool (K) 0
L & M X
Lucky Strike Y
Marlboro 16-1
Old Gold (R) 2
Old Gold (K) 3
Old Gold (F) 4
Pall Mall 5
Parliament 6
Philip Morris (R) 7
Philip Morris (K) 8
Raleigh (R) 9
Raleigh (K) 0
Regent (R) 17-1
Regent (K) 2
Regent (F) 3
Spud 4
Viceroy 5
Winston 6
Other regular 7
Other king 8
Other filter 9
Roll your own 0
No regular brand X
Don't know Y

c. Why did you stop smoking cigarettes (so much)?

18- }
(Skip
to 35)
19- }

Don't know 19-Y

4. How old were you when you started to smoke cigarettes?

Under 13 20-1
13 or 14 2
15 or 16 3
17 or 18 4
19 or 20 5
21 or over 6
Don't know 7

1001752986

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes adver- tising	11a. Dislikes adver- tising
Camel (R)	21-1	24-1	27-1	30-1	33-1	36-1	39-1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4	3	3
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6	5	5
Herbert Tareyton (F)	7	7	7	7	7	7	7
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0	9	9
L & M (F-R)	X	X	X	X	X	X	X
L & M (F-K)	Y	Y	Y	Y	Y	X	X
Lucky Strike (R)	22-1	25-1	28-1	31-1	34-1	37-1	40-1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3	3	3
Old Gold (K)	4	4	4	4	4	3	3
Old Gold (F)	5	5	5	5	5	5	5
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9	8	8
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X	0	0
Regent (R)	23-1	26-1	29-1	32-1	35-1	38-1	41-1
Regent (K)	2	2	2	2	2	38-1	41-1
Regent (F)	3	3	3	3	3	3	3
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0 (Skip	0 (Skip	0 (Skip	XXXX	XXXX (Skip	XXXX	XXXX
None or don't know	X to 6)	X to 6)	X to 6)	X to 8)	X to 10)	X	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

42-

43-

Don't know 43-Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44-1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

1001752987

6a. What brand of cigarettes do you now smoke most often? (RECORD AT LEFT IN COLUMN 6a)

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months.....45-1	2 up to 3 years.....5
3-6 months.....2	3 up to 4 years.....6
6-12 months.....3	4 years or more.....7
1 up to 2 years.....4	Don't know.....8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? (RECORD AT LEFT IN COLUMN 7a)

b. (IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a) How did you happen to leave (old brand—7a) and change to (present brand—6a)?

.....46-

.....47-

Don't know.....47-Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)

Father.....48-1	Other female relative.....6
Mother.....2	Roommate.....7
Brother.....3	Male friend.....8
Sister.....4	Female friend.....9
Other male relative.....5	No one else.....0
	Don't know.....X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? (RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes"? What was the last brand you tried? at least a pack of? (RECORD AT LEFT IN COLUMN 9a)

b. Why didn't you change permanently to (brand tried last—9a)?

49-

50-

Don't know.....50-Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? (RECORD AT LEFT IN COLUMN 10)

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? (RECORD AT LEFT IN COLUMN 11a)

b. What don't you like about the advertising?

51-

52-

Don't know.....52-Y

12a. About how many cigarettes a day do you usually smoke?

6 or less.....53-1	36-45.....53-5
7-15.....2	46-55.....6
16-25.....3	56 or more.....7
26-35.....4	Don't know.....8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many.....53-9

All right.....0

Don't know.....X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.

IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.

IF SMOKES REGULAR SIZE (R) IN 6a, SKIP TO 18.

IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10-

11-

Don't know.....11-Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes.....12-1. (Ask b)

No.....2 (Skip to 15)

Don't know.....3

b. Under what circumstances do you like to smoke them?

13-

14-

Don't know.....14-Y

1001752988

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15-1	} (Ask b)
Kent	2	
L & M	3	
Marlboro	4	
Old Gold	5	
Parliament	6	
Regent	7	
Viceroy	8	
Vogue	9	
Winston	0	
Other	X	
None or don't know	Y	(Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

	16-	} (Skip to 24)
	17-	
Don't know	17-Y	

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

	10-
	11-
Don't know	11-Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12-1	(Ask b)
No	2	} (Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

	13-	} (Skip to 20)
	14-	
Don't know	14-Y	

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

	10-
	11-
Don't know	11-Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12-1	(Ask b)
No	2	} (Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

	13-
	14-
Don't know	14-Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes	15-1	(Ask b)
No	2	(Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16-1	Regent	16-7
Kent	2	Viceroy	8
L & M	3	Vogue	9
Marlboro	4	Winston	0
Old Gold	5	Other	X
Parliament	6	None or don't know	Y

21. What don't you like about filter tip cigarettes?

	17-
	18-
Don't know	18-Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19-1	(Ask b)
No	2	} (Skip to 23)
Don't know	3	

b. Under what circumstances do you like to smoke them?

	20-
	21-
Don't know	21-Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve	22-1
Won't be able to improve taste	2
Don't know	3

1001752989

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23-1	23-5	23-9
Non-filter	2	6	0
No difference (vol.)	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? (RECORD ABOVE)

c. Which do you think tastes better—filter or non-filter cigarettes? (RECORD ABOVE)

25. All things considered, which do you think does the best job of filtering—the tobacco itself or a built-in filter?

Tobacco itself	24-1
Built-in filter	2
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? (HAND RESPONDENT WHITE CARD)

Advertise on college radio	25-1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26-

27-

Don't know 27-Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28-1	(Ask b)
No	2	(Skip to 29)
Don't know	3	

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	Donor sold	d. No impression	Donor not sold (vol.)
Camell	29-1	31-1	33-1	2	3
Cavalier	2	2	33-4	5	6
Chesterfield	3	3	33-7	8	9
Herbert Tareyton	4	4	33-0	X	Y
Kent	5	5	34-1	2	3
Kool	6	6	34-4	5	6
L & M	7	7	34-7	8	9
Lucky Strike	8	8	34-0	X	Y
Marlboro	9	9	35-1	2	3
Old Gold	30-1	32-1	35-4	5	6
Pall Mall	2	2	35-7	8	9
Parliament	3	3	35-0	X	Y
Philip Morris	4	4	36-1	2	3
Viceroy	5	5	36-4	5	6
Vogue	6	6	36-7	8	9
Winston	7	7	36-0	X	Y
Other	8	8			
Don't know	9	9			

c. (ASK FOR EACH BRAND CHECKED IN b) Were you given (brand) to try? (RECORD ABOVE)

d. (ASK FOR EACH BRAND CHECKED IN c) Now how about the person who was giving out the (brand given)—did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? (RECORD ABOVE)

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37-

Don't know 37-Y

1001752990

30. Here is a card with a list of words and phrases on it. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you say are particularly good for describing the way you feel about (Camel, etc.)? Any others?

	a. Camel	b. Philip Morris	c. Viceroy	d. L & M
Good flavor	38-1	40-1	42-1	44-1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39-1	41-1	43-1	45-1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. (HAND RESPONDENT PINK CARD) If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

	a. Truck driver	b. Debu- tante	f. Star athlete	g. Someone who spends the whole time studying and isn't good for anything else	h. Young married woman a couple of years out of college
Camel	46-1	48-1	50-1	52-1	54-1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47-1	49-1	51-1	53-1	55-1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (HAND RESPONDENT PINK CARD)

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60-1	62-1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61-1	63-1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64-1	(Ask b & c)
Parliament kind	2	
Either kind of hard (vol.)	3	(Skip to c)
Soft package	4	(Skip to d)
Don't know	5	(Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

65-	
66-	
Don't know	66-Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

67-	
68-	(Skip to 34)
Don't know	68-Y

d. Why would you prefer the soft package to the hard ones?

69-	
70-	
Don't know	70-Y

1001752991

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes _____ 71-1 (Ask b)
No _____ 2 (Skip to d)

b. How many did you buy?

By the pack _____ 72-
(write in #)

By the carton _____ 72-
(write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

	c. Bought yesterday	d. Usually buy
<u>On campus</u>		
Cafeteria or restaurant _____	73-1	74-1
Campus store _____	2	2
Vending machine in store or restaurant _____	3	3
Vending machine elsewhere (dorm, fraternity, etc.) _____	4	4
Other _____	5	4
	(Skip to 35)	(Ask e)
<u>Off campus</u>		
Cafeteria or restaurant _____	6	6
Grocery or supermarket _____	7	7
Drugstore _____	8	8
News-cigar stand or store _____	9	9
Vending machine _____	0	0
Other _____	X	X

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?
Pack _____ 75-1
Carton _____ 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes _____ 54-1 (Ask b)
No _____ 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert _____	55-1	Edgeworth _____	56-1
Half & Half _____	2	George Washington _____	2
Velvet _____	3	Old Briar _____	3
Sir Walter Raleigh _____	4	Holiday _____	4
Kentucky Club _____	5	Bond Street _____	5
Model _____	6	Briggs _____	6
Union Leader _____	7	Revelation _____	7
Granger _____	8	Other _____	8
		Don't know _____	9

ASK EVERYONE

36a. Do you have a college radio station?

Yes _____ 57-1 (Ask b)
No _____ 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily _____ 57-3
Several times a week _____ 4
Once a week _____ 5
Less often _____ 6
Never _____ 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes _____ 57-8
No _____ 9
Don't know _____ 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly _____ 58-1
Occasionally _____ 2
Never _____ 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes _____ 58-4
No _____ 5
Don't know _____ 6

c. Do they carry a column by Max Shulman in it?

Yes _____ 58-7 (Ask d)
No _____ 8
Don't know _____ 9 (Skip to 38)

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like _____ 59-1 (Skip to f)
Dislike _____ 2
Feel so-so _____ 3
Never read (vol.) _____ 4
Don't know _____ 5 (Skip to 38)

e. Why don't you like it?

Don't know _____ Y

f. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) _____ 61-1
Philip Morris _____ 2
Marlboro _____ 3
Parliament _____ 4
Other cigarettes _____ 5
Other products _____ 6
Don't know _____ 7

1001752992

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily _____ 62-1
 Several times _____ 2 (Ask b) Less often _____ 4 (Skip to 39)
 About once a week _____ 3 Not at all _____ 5

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? (HAND RESPONDENT GREEN CARD)

	28b. Radio	39b. TV
Weather reports _____	63-1	65-1
Classical music _____	2	2
Straight comedy programs _____	3	3
Variety programs _____	4	4
News broadcasts _____	5	5
Old familiar music _____	6	6
Popular and dance music _____	7	7
Quiz programs _____	8	8
Sports events _____	9	9
Serial dramas _____	0	0
Serious plays _____	X	X
Light plays _____	Y	Y
Discussions of public issues _____	64-1	66-1
Religious programs _____	2	2
Movies _____	XXXX	3
Documentaries _____	4	4
None _____	5	5
Don't know _____	6	6

c. At what hours do you usually listen to the radio?

Morning	Afternoon	Evening
Before 8 _____ 67-1	12-1 _____ 68-1	6-7 _____ 68-7
8-9 _____ 2	1-2 _____ 2	7-8 _____ 8
9-10 _____ 3	2-3 _____ 3	8-9 _____ 9
10-11 _____ 4	3-4 _____ 4	9-10 _____ 0
11-12 _____ 5	4-5 _____ 5	After 10 _____ X
	5-6 _____ 6	

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily _____ 69-1
 Several times _____ 2 (Ask b) Less often _____ 4 (Skip to 40)
 About once a week _____ 3 Not at all _____ 5

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? (RECORD ABOVE)

39c. At what hours do you usually watch television?

Morning	Afternoon	Evening
Before 8 _____ 69-6	12-1 _____ 70-1	6-7 _____ 70-7
8-9 _____ 7	1-2 _____ 2	7-8 _____ 8
9-10 _____ 8	2-3 _____ 3	8-9 _____ 9
10-11 _____ 9	3-4 _____ 4	9-10 _____ 0
11-12 _____ 0	4-5 _____ 5	After 10 _____ X
	5-6 _____ 6	

40. Now this is all except for a couple of questions on beverages—Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk	d. Highball or cocktail	e. Beer
Several times daily _____	71-1	72-1	73-1	74-1	75-1
Once a day _____	2	2	2	2	2
Several times a week _____	3	3	3	3	3
Once a week _____	4	4	4	4	4
Less often _____	5	5	5	5	5
Never _____	6	6	6	6	6
Don't know _____	7	7	7	7	7

FACTUAL

Sex:	Class:
Male _____ 76-1	Freshman _____ 77-1
Female _____ 2	Sophomore _____ 2
	Junior _____ 3
	Senior _____ 4
Age:	Where Live:
Under 16 _____ 76-3	Dormitory _____ 77-5
16 _____ 4	Fraternity or Sorority _____ 6
17 _____ 5	Own home _____ 7
18 _____ 6	Other _____ 8
19 _____ 7	Belongs to Sorority or Fraternity _____ 77-9
20 _____ 8	Not a member _____ 0
21 _____ 9	Marital Status:
22-24 _____ 0	Married _____ 77-X
25 or over _____ X	Not married _____ Y
Location of student's home:	Size of Place where student lives:
New England _____ 78-1	Over 1,000,000 _____ 79-1
Middle Atlantic _____ 2	500,000 - 1,000,000 _____ 2
East North Central _____ 3	100,000 - 500,000 _____ 3
West North Central _____ 4	25,000 - 100,000 _____ 4
South Atlantic _____ 5	2,500 - 25,000 _____ 5
East South Central _____ 6	Under 2,500 or rural _____ 6
West South Central _____ 7	
Mountain or Pacific _____ 8	

Interviewer's Initials _____

Respondent No. _____

1001752893

Job No. 896 April, 1956 Number _____ Place _____ C

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased _____ 10-1 Same _____ 3
Decreased _____ 2 Don't know _____ 4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes _____ 11-1 (Skip to 4)
No _____ 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes _____ 11-3 (Skip to 3)
No _____ 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12-
(Skip to 35)
13-

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago _____ 14-1
1 up to 2 years ago _____ 2
2 up to 4 years ago _____ 3
4 or more years ago _____ 4
Don't know _____ 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel _____ 15-1
Cavalier _____ 2
Chesterfield (R) _____ 3
Chesterfield (K) _____ 4
Herbert Tareyton (R) _____ 5
Herbert Tareyton (K) _____ 6
Herbert Tareyton (F) _____ 7
Kent _____ 8
Kool (R) _____ 9
Kool (K) _____ 0
L & M _____ X
Lucky Strike _____ Y
Marlboro _____ 16-1
Old Gold (R) _____ 2
Old Gold (K) _____ 3
Old Gold (F) _____ 4
Pall Mall _____ 5
Parliament _____ 6
Philip Morris (R) _____ 7
Philip Morris (K) _____ 8
Raleigh (R) _____ 9
Raleigh (K) _____ 0
Regent (R) _____ 17-1
Regent (K) _____ 2
Regent (F) _____ 3
Spud _____ 4
Viceroy _____ 5
Winston _____ 6
Other regular _____ 7
Other king _____ 8
Other filter _____ 9
Roll your own _____ 0
No regular brand _____ X
Don't know _____ Y

c. Why did you stop smoking cigarettes (so much)?

18-
(Skip to 35)
19-

Don't know _____ 19-Y

4. How old were you when you started to smoke cigarettes?

Under 13 _____ 20-1
13 or 14 _____ 2
15 or 16 _____ 3
17 or 18 _____ 4
19 or 20 _____ 5
21 or over _____ 6
Don't know _____ 7

1001752994

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes adver- tising	11a. Dislikes adver- tising
Camel (R)	21-1	24-1	27-1	30-1	33-1	36-1	39-1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4	4	4
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6	6	6
Herbert Tareyton (F)	7	7	7	7	7	7	7
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0	0	0
L & M (F-R)	X	X	X	X	X	X	X
L & M (F-K)	Y	Y	Y	Y	Y	Y	Y
Lucky Strike (R)	22-1	25-1	28-1	31-1	34-1	37-1	40-1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3	3	3
Old Gold (K)	4	4	4	4	4	4	4
Old Gold (F)	5	5	5	5	5	5	5
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9	9	9
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X	X	X
Regent (R)	23-1	26-1	29-1	32-1	35-1	38-1	41-1
Regent (K)	2	2	2	2	2	2	2
Regent (F)	3	3	3	3	3	3	3
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0	(Skip 0)	(Skip 0)	(Skip XXXX)	XXXX (Skip XXXX)	XXXX (Skip XXXX)	XXXX (Skip XXXX)
None or don't know	X	X to 6)	X to 10)	X to 8)	X	X to 10)	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

42-
43-
Don't know 43-Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44-1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

6a. What brand of cigarettes do you now smoke most often? (RECORD AT LEFT IN COLUMN 6a)

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months 45-1 2 up to 3 years 5
3-6 months 2 3 up to 4 years 6
6-12 months 3 4 years or more 7
1 up to 2 years 4 Don't know 8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? (RECORD AT LEFT IN COLUMN 7a)

b. (IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a) How did you happen to leave (old brand—7a) and change to (present brand—6a)?

46-
47-
Don't know 47-Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)

Father 48-1 Other female relative 6
Mother 2 Roommate 7
Brother 3 Male friend 8
Sister 4 Female friend 9
Other male relative 5 No one else 0
Don't know X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? (RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of? (RECORD AT LEFT IN COLUMN 9a)

b. Why didn't you change permanently to (brand tried last—9a)?

49-
50-
Don't know 50-Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? (RECORD AT LEFT IN COLUMN 10)

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? (RECORD AT LEFT IN COLUMN 11a)

b. What don't you like about the advertising?

51-
52-
Don't know 52-Y

12a. About how many cigarettes a day do you usually smoke?

6 or less 53-1 36-45 53-5
7-15 2 46-55 6
16-25 3 56 or more 7
26-35 4 Don't know 8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many 53-9
All right 0
Don't know X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.

IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.

IF SMOKES REGULAR SIZE (R) IN 6a, SKIP TO 18.

IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10-
11-
Don't know 11-Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes 12-1 (Ask b)
No 2 } (Skip to 15)
Don't know 3 }

b. Under what circumstances do you like to smoke them?

13-
14-
Don't know 14-Y

1001752996

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton _____ 15-1
 Kent _____ 2
 L & M _____ 3
 Marlboro _____ 4
 Old Gold _____ 5
 Parliament _____ 6 (Ask b)
 Regent _____ 7
 Viceroy _____ 8
 Vogue _____ 9
 Winston _____ 0
 Other _____ X
 None or don't know _____ Y (Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

Don't know _____ 16-
 _____ 17- (Skip to 24)
 Don't know _____ 17-Y

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

Don't know _____ 10-
 _____ 11-
 Don't know _____ 11-Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes _____ 12-1 (Ask b)
 No _____ 2 (Skip to 20)
 Don't know _____ 3

b. Under what circumstances do you like to smoke them?

Don't know _____ 13-
 _____ 14- (Skip to 20)
 Don't know _____ 14-Y

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

Don't know _____ 10-
 _____ 11-
 Don't know _____ 11-Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes _____ 12-1 (Ask b)
 No _____ 2 (Skip to 20)
 Don't know _____ 3

b. Under what circumstances do you like to smoke them?

Don't know _____ 13-
 _____ 14-
 Don't know _____ 14-Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes _____ 15-1 (Ask b)
 No _____ 2 (Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton _____ 16-1 Regent _____ 16-7
 Kent _____ 2 Viceroy _____ 8
 L & M _____ 3 Vogue _____ 9
 Marlboro _____ 4 Winston _____ 0
 Old Gold _____ 5 Other _____ X
 Parliament _____ 6 None or don't know _____ Y

21. What don't you like about filter tip cigarettes?

Don't know _____ 17-
 _____ 18-
 Don't know _____ 18-Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes _____ 19-1 (Ask b)
 No _____ 2 (Skip to 23)
 Don't know _____ 3

b. Under what circumstances do you like to smoke them?

Don't know _____ 20-
 _____ 21-
 Don't know _____ 21-Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve _____ 22-1
 Won't be able to improve taste _____ 2
 Don't know _____ 3

1001752897

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23-1	23-5	23-9
Non-filter	2	6	0
No difference (vol.)	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? (RECORD ABOVE)

c. Which do you think tastes better—filter or non-filter cigarettes? (RECORD ABOVE)

25. All things considered, which do you think does the best job of filtering—a built-in filter or the tobacco itself?

Built-in filter	2
Tobacco itself	24-1
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? (HAND RESPONDENT WHITE CARD)

Advertise on college radio	25-1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26-

27-

Don't know 27-Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28-1	(Ask b)
No	2	(Skip to 29)
Don't know	3	

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	d. Donor sold	e. No impression	f. Donor not sold (vol.)
Camel	29-1	31-1	33-1	2	3
Cavalier	2	2	33-4	5	6
Chesterfield	3	3	33-7	8	9
Herbert Tareyton	4	4	33-0	X	Y
Kent	5	5	34-1	2	3
Kool	6	6	34-4	5	6
L & M	7	7	34-7	8	9
Lucky Strike	8	8	34-0	X	Y
Marlboro	9	9	35-1	2	3
Old Gold	30-1	32-1	35-4	5	6
Pall Mall	2	2	35-7	8	9
Parliament	3	3	35-0	X	Y
Philip Morris	4	4	36-1	2	3
Viceroy	5	5	36-4	5	6
Vogue	6	6	36-7	8	9
Winston	7	7	36-0	X	Y
Other	8	8			
Don't know	9	9			

c. (ASK FOR EACH BRAND CHECKED IN b) Were you given (brand) to try? (RECORD ABOVE)

d. (ASK FOR EACH BRAND CHECKED IN c) Now how about the person who was giving out the (brand given)—did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? (RECORD ABOVE)

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37-

Don't know 37-Y

1001752998

30. Here is a card with a list of words and phrases on it. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you say are particularly good for describing the way you feel about (Marlboro, etc.)? Any others?

	a. Marlboro	b. Chesterfield	c. Parliament	d. Pall Mall
Good flavor	38-1	40-1	42-1	44-1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39-1	41-1	43-1	45-1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. (HAND RESPONDENT PINK CARD) If you had to guess, which of these brands would you say a (Someone who—etc.) would be most apt to smoke?

	g. Someone who spends the whole time studying and isn't good for anything else	h. Young married woman a couple of years out of college	f. Star athlete	d. Young business executive	e. Stenographer
Camel	46-1	48-1	50-1	52-1	54-1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47-1	49-1	51-1	53-1	55-1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of these brands do you think has the best looking package? (HAND RESPONDENT PINK CARD)

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60-1	62-1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61-1	63-1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64-1	(Ask b & c)
Parliament kind	2	
Either kind of hard (vol.)	3	(Skip to c)
Soft package	4	(Skip to d)
Don't know	5	(Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

	65-
	66-
Don't know	66-Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

	67-	(Skip to 34)
	68-	
Don't know	68-Y	

d. Why would you prefer the soft package to the hard ones?

	69-
	70-
Don't know	70-Y

1001752999

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes _____ 71-1 (Ask b)

No _____ 2 (Skip to d)

b. How many did you buy?

By the pack _____ 72-
(write in #)

By the carton _____ 72-
(write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

On campus _____ (Skip to 35) (Ask e)

Off campus _____ (Skip to 35) (Ask e)

By the pack _____ 72-
(write in #)

By the carton _____ 72-
(write in #)

Cafeteria or restaurant _____ 73-1

Campus store _____ 2

Vending machine in store or restaurant _____ 3

Vending machine elsewhere (dorm, fraternity, etc.) _____ 4

Other _____ 5

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

Other _____ X

ASK EVERYONE

36a. Do you have a college radio station?

Yes _____ 57-1 (Ask b)

No _____ 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily _____ 57-3

Several times a week _____ 4

Once a week _____ 5

Less often _____ 6

Never _____ 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes _____ 57-8

No _____ 9

Don't know _____ 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly _____ 58-1

Occasionally _____ 2

Never _____ 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes _____ 58-4

No _____ 5

Don't know _____ 6

c. Do they carry a column by Max Shulman in it?

Yes _____ 58-7 (Ask d)

No _____ 8

Don't know _____ 9 (Skip to 38)

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like _____ 59-1 (Skip to 4)

Dislike _____ 2

Feel so-so _____ 3

Never read (vol.) _____ 4

Don't know _____ 5 (Skip to 38)

e. Why don't you like it?

Don't know _____ Y

1. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) _____ 61-1

Philip Morris _____ 2

Marlboro _____ 3

Parliament _____ 4

Other cigarettes _____ 5

Other products _____ 6

Don't know _____ 7

1001753000

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily 62-1
Several times a week 2 (Ask b)
About once a week 3
Less often 4 (Skip to 39)
Not at all 5

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? (HAND RESPONDENT GREEN CARD)

	28b. Radio	39b. TV
Weather reports	63-1	65-1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64-1	66-1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning	Afternoon	Evening
Before 8 67-1	12-1 68-1	6-7 68-7
8-9 2	1-2 2	7-8 8
9-10 3	2-3 3	8-9 9
10-11 4	3-4 4	9-10 0
11-12 5	4-5 5	After 10 X
	5-6 6	

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily 69-1
Several times a week 2 (Ask b)
About once a week 3
Less often 4 (Skip to 40)
Not at all 5

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? (RECORD ABOVE)

39c. At what hours do you usually watch television?

Morning	Afternoon	Evening
Before 8 69-6	12-1 70-1	6-7 70-7
8-9 7	1-2 2	7-8 8
9-10 8	2-3 3	8-9 9
10-11 9	3-4 4	9-10 0
11-12 0	4-5 5	After 10 X
	5-6 6	

40. Now this is all except for a couple of questions on beverages—Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	d. Highball or cocktail	e. Beer
Several times daily	71-1	72-1
Once a day	2	2
Several times a week	3	3
Once a week	4	4
Less often	5	5
Never	6	6
Don't know	7	7

FACTUAL

Sex:	Class:
Male 76-1	Freshman 77-1
Female 2	Sophomore 2
	Junior 3
	Senior 4
Age:	Where Live:
Under 16 76-3	Dormitory 77-5
16 4	Fraternity or Sorority 6
17 5	Own home 7
18 6	Other 8
19 7	Belongs to Sorority or Fraternity 77-9
20 8	Not a member 0
21 9	Marital Status:
22-24 0	Married 77-X
25 or over X	Not married Y
Location of student's home:	Size of Place where student lives:
New England 78-1	Over 1,000,000 79-1
Middle Atlantic 2	500,000 - 1,000,000 2
East North Central 3	100,000 - 500,000 3
West North Central 4	25,000 - 100,000 4
South Atlantic 5	2,500 - 25,000 5
East South Central 6	Under 2,500 or rural 6
West South Central 7	
Mountain or Pacific 8	

Interviewer's Initials

Respondent No.

1001753001

TABLES (CONTINUED)

1001753002

SUMMARY TABLE

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes, Philip Morris, etc.)? Any others?

Asked of all cigarette smokers
in their respective samples

	Lucky Strikes	Philip Morris	Marl- Winston	boros	Camel	Viceroy	L & M	Chester- field	Parlia- ment	Pall Mall
Number of respondents	719 (100%)	1411 (100%)	719 (100%)	1461 (100%)	692 (100%)	692 (100%)	692 (100%)	742 (100%)	742 (100%)	742 (100%)
	%	%	%	%	%	%	%	%	%	%
GOOD FLAVOR	30	10	18	15	13	11	12	28	6	36
MILD	7	15	31	24	5	34	33	17	16	19
STRONG	36	15	6	6	58	3	2	28	3	18
TOO LOOSELY PACKED	16	16	*	4	18	1	6	32	1	19
HARD TO DRAW ON	2	1	23	14	2	28	23	2	11	3
HARD ON YOUR THROAT	22	10	4	5	34	3	2	16	1	10
ODD OR PECULIAR TASTE	8	26	20	13	9	18	18	7	6	7
IRRITATING ADVERTISING	4	4	3	5	5	8	3	2	3	2
SNOBBISH	-	*	*	2	-	1	*	-	13	*
TOO EXPENSIVE	1	*	3	5	1	4	4	1	32	1
ORDINARY OR COMMON	10	6	2	3	6	3	3	9	*	6
NO BAD AFTEREFFECTS	8	5	7	7	3	6	6	6	2	8
DISTINCTIVE	2	2	3	9	2	2	3	2	14	4
BETTER FOR YOUR HEALTH	-	*	8	4	*	6	7	-	1	1
POPULAR WITH OLDER GENERATION	11	6	*	2	16	1	1	7	4	3
NOT ENOUGH TASTE	1	6	16	13	1	23	27	4	9	2
SATISFYING	22	8	13	10	8	9	8	20	4	28
TASTES BAD	7	14	7	5	12	5	6	7	2	4
GOOD VALUE FOR YOUR MONEY	7	3	2	4	2	2	2	8	1	15
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	22	18	32	12	20	20	8	35	10
NONE, DON'T KNOW OR NO ANSWER	3	4	4	4	2	2	3	2	6	5

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753003

SUMMARY TABLE
INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes, Philip Morris, etc.) ? Any others?

Asked of all cigarette smokers
in their respective samples

	Lucky Strikes	Philip Morris	Winston	Marl- boros	Camel	Viceroy	L & M	Chester- field	Parlia- ment	Pall Mall
Number of respondents:	110 (100%)	202 (100%)	110 (100%)	227 (100%)	92** (100%)	92** (100%)	92** (100%)	117 (100%)	117 (100%)	117 (100%)
	%	%	%	%	%	%	%	%	%	%
GOOD FLAVOR	12	23	13	13	9	10	2	8	10	19
MILD	10	35	30	20	3	35	16	5	21	15
STRONG	44	6	6	3	53	-	-	46	3	8
TOO LOOSELY PACKED	11	13	1	1	9	1	2	9	1	12
HARD TO DRAW ON	1	-	15	6	2	17	12	1	5	-
HARD ON YOUR THROAT	16	5	5	4	23	1	-	18	2	4
ODD OR PECULIAR TASTE	3	2	7	6	4	5	9	2	4	2
IRRITATING ADVERTISING	1	-	1	*	-	-	-	2	-	-
SNOBBISH	-	-	1	2	-	1	-	-	4	2
TOO EXPENSIVE	-	*	1	1	2	4	1	-	26	1
ORDINARY OR COMMON	4	9	3	2	4	1	-	4	2	2
NO BAD AFTEREFFECTS	3	8	4	8	-	5	1	2	2	4
DISTINCTIVE	-	4	3	4	-	5	1	-	10	2
BETTER FOR YOUR HEALTH	-	-	2	1	13	4	2	-	1	-
POPULAR WITH OLDER GENERATION	9	3	2	-	-	1	-	4	2	2
NOT ENOUGH TASTE	4	3	8	9	3	12	15	3	5	6
SATISFYING	8	24	15	12	8	15	5	5	7	16
TASTES BAD	6	*	5	3	1	-	8	4	2	5
GOOD VALUE FOR YOUR MONEY	2	10	5	6	2	8	7	3	2	10
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	4	10	22	1	11	25	15	19	11
NONE, DON'T KNOW OR NO ANSWER	6	3	11	14	9	7	10	3	9	8

1001753004

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Camel) ? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	692 (100%)	482 (100%)	210 (100%)
	%	%	%
STRONG	58	61	53
HARD ON YOUR THROAT	34	36	29
TOO LOOSELY PACKED	18	18	18
POPULAR WITH OLDER GENERATION	16	15	19
GOOD FLAVOR	13	15	10
TASTES BAD	12	12	13
ODD OR PECULIAR TASTE	9	9	10
SATISFYING	8	10	5
ORDINARY OR COMMON	6	7	5
IRRITATING ADVERTISING	5	7	2
MILD	5	5	3
NO BAD AFTEREFFECTS	3	3	2
GOOD VALUE FOR YOUR MONEY	2	2	3
DISTINCTIVE	2	2	2
HARD TO DRAW ON	2	2	1
NOT ENOUGH TASTE	1	2	-
TOO EXPENSIVE	1	1	-
BETTER FOR YOUR HEALTH	*	-	1
SNOBBISH	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	12	8	20
NONE OR DON'T KNOW	2	1	4

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753005

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Camel) ? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents:	692 (100%)	153 (100%)	149 (100%)	198 (100%)	192 (100%)
STRONG	58	59	63	56	57
HARD ON YOUR THROAT	34	30	38	38	30
TOO LOOSELY PACKED	18	18	10	19	23
POPULAR WITH OLDER GENERATION	16	19	20	12	15
GOOD FLAVOR	13	12	8	17	15
TASTES BAD	12	12	17	8	14
ODD OR PECULIAR TASTE	9	11	13	7	7
SATISFYING	8	8	7	11	7
ORDINARY OR COMMON	6	7	9	5	4
IRRITATING ADVERTISING	5	5	6	6	4
MILD	5	7	3	5	5
NO BAD AFTEREFFECTS	3	3	1	4	3
GOOD VALUE FOR YOUR MONEY	2	1	3	3	3
DISTINCTIVE	2	2	1	2	2
HARD TO DRAW ON	2	2	1	1	2
NOT ENOUGH TASTE	1	3	-	-	3
TOO EXPENSIVE	1	-	-	2	-
BETTER FOR YOUR HEALTH	*	1	1	-	-
SNOBBISH	-	-	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	12	12	13	9	13
NONE OR DON'T KNOW	2	1	3	2	1

*Less than .5 per cent

Note: Percentages add to more than 100% because
respondents gave more than one answer.

1001753006

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Camel)? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who now smoke:			
		Camel	Other reg- ular size cigarettes	King size cigarettes	Filter-tip cigarettes
Number of respondents:	692 (100%) %	31** (100%) %	194 (100%) %	198 (100%) %	263 (100%) %
STRONG	58	32	64	57	58
HARD ON YOUR THROAT	34	10	35	38	33
TOO LOOSELY PACKED	18	6	21	13	22
POPULAR WITH OLDER GENERATION	16	16	15	16	17
GOOD FLAVOR	13	77	12	10	9
TASTES BAD	12	-	13	11	15
ODD OR PECULIAR TASTE	9	-	14	11	6
SATISFYING	8	65	9	4	5
ORDINARY OR COMMON	6	6	4	7	7
IRRITATING ADVERTISING	5	-	2	7	7
MILD	5	16	4	6	3
NO BAD AFTEREFFECTS	3	6	7	2	-
GOOD VALUE FOR YOUR MONEY	2	10	3	1	2
DISTINCTIVE	2	16	1	1	2
HARD TO DRAW ON	2	-	2	1	2
NOT ENOUGH TASTE	1	-	3	2	-
TOO EXPENSIVE	1	-	-	1	1
BETTER FOR YOUR HEALTH	*	3	1	-	-
SNOBBISH	-	-	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	12	-	11	11	14
NONE OR DON'T KNOW	2	-	2	-	3

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753007

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Camel) ? Any others?

Asked of all cigarette smokers--
46% of total Negro "B" sample

	Total cigarette smokers "B" sample
Number of respondents	92** (100%)
	%
STRONG	53
HARD ON YOUR THROAT	23
POPULAR WITH OLDER GENERATION	13
GOOD FLAVOR	9
TOO LOOSELY PACKED	9
TASTES BAD	8
NO BAD AFTEREFFECTS	4
ODD OR PECULIAR TASTE	4
MILD	3
SATISFYING	3
ORDINARY OR COMMON	2
IRRITATING ADVERTISING	2
HARD TO DRAW ON	2
GOOD VALUE FOR YOUR MONEY	1
SNOBBISH	-
TOO EXPENSIVE	-
DISTINCTIVE	-
BETTER FOR YOUR HEALTH	-
NOT ENOUGH TASTE	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9
NONE, DON'T KNOW OR NO ANSWER	3

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753008

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Chesterfield) ? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	742 (100%)	526 (100%)	216 (100%)
	%	%	%
TOO LOOSELY PACKED	32	32	31
GOOD FLAVOR	28	28	28
STRONG	28	25	35
SATISFYING	20	20	21
MILD	17	19	11
HARD ON YOUR THROAT	16	13	23
ORDINARY OR COMMON	9	11	6
GOOD VALUE FOR YOUR MONEY	8	8	7
ODD OR PECULIAR TASTE	7	8	6
POPULAR WITH OLDER GENERATION	7	7	7
TASTES BAD	7	7	5
NO BAD AFTEREFFECTS	6	6	7
NOT ENOUGH TASTE	4	5	1
DISTINCTIVE	2	2	2
IRRITATING ADVERTISING	2	3	-
HARD TO DRAW ON	2	2	*
TOO EXPENSIVE	1	1	*
SNOBBISH	-	-	-
BETTER FOR YOUR HEALTH	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND: (volunteered)	8	5	14
NONE OR DON'T KNOW	2	2	1

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753009

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Chesterfield)? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	742 (100%)	169 (100%)	207 (100%)	202 (100%)	164 (100%)
	%	%	%	%	%
TOO LOOSELY PACKED	32	34	31	35	28
GOOD FLAVOR	28	36	24	25	28
STRONG	28	22	31	24	35
SATISFYING	20	28	18	16	20
MILD	17	20	13	19	16
HARD ON YOUR THROAT	16	12	16	18	18
ORDINARY OR COMMON	9	11	11	9	7
GOOD VALUE FOR YOUR MONEY	8	9	5	8	10
ODD OR PECULIAR TASTE	7	6	11	4	7
POPULAR WITH OLDER GENERATION	7	7	7	6	9
TASTES BAD	7	5	6	8	7
NO BAD AFTEREFFECTS	6	9	9	2	6
NOT ENOUGH TASTE	4	2	2	7	3
DISTINCTIVE	2	-	-	4	5
IRRITATING ADVERTISING	2	5	-	2	1
HARD TO DRAW ON	2	1	-	3	2
TOO EXPENSIVE	1	2	1	1	-
SNOBBISH	-	-	-	-	-
BETTER FOR YOUR HEALTH	-	-	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	8	7	12	5	6
NONE OR DON'T KNOW	2	-	1	2	4

1001753010

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Chesterfield)? Any others?

... Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents who now smoke:			
		Chester- field (R & K)	Other reg- ular size cigarettes	Other king size cigarettes	Filter-tip cigarettes
Number of respondents	742 (100%)	113 (100%)	166 (100%)	177 (100%)	278 (100%)
	%	%	%	%	%
TOO LOOSELY PACKED	32	19	30	28	41
GOOD FLAVOR	28	81	21	21	15
STRONG	28	8	32	31	32
SATISFYING	20	73	12	15	8
MILD	17	32	19	14	11
HARD ON YOUR THROAT	16	1	14	15	25
ORDINARY OR COMMON	9	9	7	10	10
GOOD VALUE FOR YOUR MONEY	8	32	3	5	4
ODD OR PECULIAR TASTE	7	-	13	11	4
POPULAR WITH OLDER GENERATION	7	4	4	7	10
TASTES BAD	7	-	11	8	6
NO BAD AFTEREFFECTS	6	19	6	3	3
NOT ENOUGH TASTE	4	-	7	1	5
DISTINCTIVE	2	4	2	3	*
IRRITATING ADVERTISING	2	-	1	2	3
HARD TO DRAW ON	2	-	4	2	1
TOO EXPENSIVE	1	-	1	2	1
SNOBBISH	-	-	-	-	-
BETTER FOR YOUR HEALTH	-	-	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	8	-	2	5	16
NONE OR DON'T KNOW	2	-	1	3	2

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753011

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Chesterfield) ? Any others?

Asked of all cigarette smokers--
59% of total Negro "C" sample

	Total cigarette smokers: "C" sample
Number of respondents:	117 (100%)
	%
STRONG	46
HARD ON YOUR THROAT	18
TOO LOOSELY PACKED	9
GOOD FLAVOR	8
MILD	5
SATISFYING	5
TASTES BAD	4
POPULAR WITH OLDER GENERATION	4
ORDINARY OR COMMON	4
NOT ENOUGH TASTE	3
GOOD VALUE FOR YOUR MONEY	3
NO BAD AFTEREFFECTS	2
IRRITATING ADVERTISING	2
ODD OR PECULIAR TASTE	2
HARD TO DRAW ON	1
SNOBBISH	-
TOO EXPENSIVE	-
DISTINCTIVE	-
BETTER FOR YOUR HEALTH	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	15
NONE OR DON'T KNOW	3

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753012

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (L & M) ? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	692 (100%)	482 (100%)	210 (100%)
	%	%	%
MILD	33	31	38
NOT ENOUGH TASTE	27	28	24
HARD TO DRAW ON	23	22	25
ODD OR PECULIAR TASTE	18	17	20
GOOD FLAVOR	12	10	16
SATISFYING	8	5	13
BETTER FOR YOUR HEALTH	7	5	10
NO BAD AFTEREFFECTS	6	4	11
TASTES BAD	6	6	5
TOO LOOSELY PACKED	6	4	9
TOO EXPENSIVE	4	5	3
DISTINCTIVE	3	4	2
ORDINARY OR COMMON	3	3	2
IRRITATING ADVERTISING	3	4	*
STRONG	2	2	3
HARD ON YOUR THROAT	2	2	2
GOOD VALUE FOR YOUR MONEY	2	1	4
POPULAR WITH OLDER GENERATION	1	1	*
SNOBBISH	*	-	*
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	23	12
NONE, DON'T KNOW OR NO ANSWER	3	4	3

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753013

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (L & M)? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	692 (100%) %	153 (100%) %	149 (100%) %	198 (100%) %	192 (100%) %
MILD	33	39	34	29	32
NOT ENOUGH TASTE	27	30	28	27	22
HARD TO DRAW ON	23	29	25	17	23
ODD OR PECULIAR TASTE	18	18	18	17	19
GOOD FLAVOR	12	10	13	13	10
SATISFYING	8	10	8	7	7
BETTER FOR YOUR HEALTH	7	5	5	9	7
NO BAD AFTEREFFECTS	6	4	5	7	8
TASTES BAD	6	10	5	7	3
TOO LOOSELY PACKED	6	3	9	3	8
TOO EXPENSIVE	4	2	8	4	4
DISTINCTIVE	3	5	5	4	1
ORDINARY OR COMMON	3	2	3	4	3
IRRITATING ADVERTISING	3	1	3	-	7
STRONG	2	3	4	-	3
HARD ON YOUR THROAT	2	2	3	2	1
GOOD VALUE FOR YOUR MONEY	2	1	1	2	3
POPULAR WITH OLDER GENERATION	1	1	1	1	-
SNOBBISH	*	-	-	1	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	17	16	22	23
NONE, DON'T KNOW OR NO ANSWER	3	4	3	3	6

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (L & M) ? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who now smoke:			
		L & M	Other filter-tip cigarettes	Regular size cigarettes	King size cigarettes
Number of respondents	692 (100%)	48** (100%)	215 (100%)	225 (100%)	198 (100%)
	%	%	%	%	%
MILD	33	73	28	33	27
NOT ENOUGH TASTE	27	2	27	25	34
HARD TO DRAW ON	23	-	19	27	30
ODD OR PECULIAR TASTE	18	2	21	17	20
GOOD FLAVOR	12	52	11	8	5
SATISFYING	8	60	6	2	4
BETTER FOR YOUR HEALTH	7	17	5	8	6
NO BAD AFTEREFFECTS	6	27	4	8	2
TASTES BAD	6	-	7	5	7
TOO LOOSELY PACKED	6	10	7	3	6
TOO EXPENSIVE	4	6	2	5	5
DISTINCTIVE	3	7	4	4	2
ORDINARY OR COMMON	3	4	1	2	5
IRRITATING ADVERTISING	3	-	3	3	3
STRONG	2	-	6	-	-
HARD ON YOUR THROAT	2	-	4	1	2
GOOD VALUE FOR YOUR MONEY	2	17	1	-	1
POPULAR WITH OLDER GENERATION	1	2	1	1	-
SNOBBISH	*	-	*	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	-	18	29	17
NONE, DON'T KNOW OR NO ANSWER	3	-	5	1	6

1001753015

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (L & M) ? Any others?

Asked of all cigarette smokers--
46% of total Negro "B" sample

	Total Cigarette smokers "B" sample
Number of respondents	92** (100%)
	\$
MILD	16
NOT ENOUGH TASTE	15
HARD TO DRAW ON	12
ODD OR PECULIAR TASTE	9
TASTES BAD	8
GOOD VALUE FOR YOUR MONEY	7
SATISFYING	5
BETTER FOR YOUR HEALTH	2
TOO LOOSELY PACKED	2
GOOD FLAVOR	2
TOO EXPENSIVE	1
NO BAD AFTEREFFECTS	1
DISTINCTIVE	1
STRONG	-
HARD ON YOUR THROAT	-
IRRITATING ADVERTISING	-
SNOBBISH	-
ORDINARY OR COMMON	-
POPULAR WITH OLDER GENERATION	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	25
NONE OR DON'T KNOW	10

**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753016

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Lucky Strikes)? Any others?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	719	492	227
	(100%)	(100%)	(100%)
	%	%	%
STRONG	36	32	45
GOOD FLAVOR	30	35	21
HARD ON YOUR THROAT	22	22	24
SATISFYING	22	26	13
TOO LOOSELY PACKED	16	13	21
POPULAR WITH OLDER GENERATION	11	9	15
ORDINARY OR COMMON	10	10	10
ODD OR PECULIAR TASTE	8	9	7
NO BAD AFTEREFFECTS	8	8	7
MILD	7	9	3
TASTES BAD	7	5	10
GOOD VALUE FOR YOUR MONEY	7	7	5
IRRITATING ADVERTISING	4	4	4
HARD TO DRAW ON	2	2	2
DISTINCTIVE	2	1	2
NOT ENOUGH TASTE	1	1	1
TOO EXPENSIVE	1	1	*
SNOBBISH	-	-	-
BETTER FOR YOUR HEALTH	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	7	15
NONE OR DON'T KNOW	3	3	2

*Less than .5 per cent.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

10017553017

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Lucky Strikes) ? Any others?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	719 (100%) %	180 (100%) %	174 (100%) %	171 (100%) %	194 (100%) %
STRONG	36	31	29	46	39
GOOD FLAVOR	30	31	36	26	29
HARD ON YOUR THROAT	22	21	18	28	22
SATISFYING	22	25	26	15	23
TOO LOOSELY PACKED	16	16	23	16	12
POPULAR WITH OLDER GENERATION	11	11	12	13	8
ORDINARY OR COMMON	10	15	7	6	10
ODD OR PECULIAR TASTE	8	6	7	12	9
NO BAD AFTEREFFECTS	8	6	10	6	9
MILD	7	7	10	6	6
TASTES BAD	7	7	5	8	6
GOOD VALUE FOR YOUR MONEY	7	6	12	3	5
IRRITATING ADVERTISING	4	4	3	4	6
HARD TO DRAW ON	2	2	1	2	4
DISTINCTIVE	2	4	1	-	1
NOT ENOUGH TASTE	1	1	1	1	2
TOO EXPENSIVE	1	-	-	3	-
SNOBBISH	-	-	-	-	-
BETTER FOR YOUR HEALTH	-	-	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	11	8	7	10
NONE OR DON'T KNOW	3	2	3	3	3

1001753018

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Lucky Strikes) ? Any others?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who now smoke:			
		Lucky Strikes	Other regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	719 (100%)	104 (100%)	105 (100%)	194 (100%)	308 (100%)
	%	%	%	%	%
STRONG	36	17	42	37	41
GOOD FLAVOR	30	74	19	35	17
HARD ON YOUR THROAT	22	-	27	20	30
SATISFYING	22	72	9	22	10
TOO LOOSELY PACKED	16	10	11	16	21
POPULAR WITH OLDER GENERATION	11	3	10	11	14
ORDINARY OR COMMON	10	9	10	9	11
ODD OR PECULIAR TASTE	8	-	19	9	7
NO BAD AFTEREFFECTS	8	22	-	9	5
MILD	7	16	5	11	3
TASTES BAD	7	-	6	8	8
GOOD VALUE FOR YOUR MONEY	7	19	8	4	4
IRRITATING ADVERTISING	4	2	6	5	4
HARD TO DRAW ON	2	-	8	1	2
DISTINCTIVE	2	4	1	2	1
NOT ENOUGH TASTE	1	-	3	3	*
TOO EXPENSIVE	1	-	-	2	*
SNOBBISH	-	-	-	-	-
BETTER FOR YOUR HEALTH	-	-	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	-	10	6	14
NONE OR DON'T KNOW	3	2	4	2	4

1001753019

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Lucky Strikes) ? Any others?

Asked of all cigarette smokers--
54% of total Negro "A" sample

	Total cigarette smokers "A" sample
Number of respondents	110 (100%)
	%
STRONG	44
HARD ON YOUR THROAT	16
GOOD FLAVOR	12
TOO LOOSELY PACKED	11
MILD	10
POPULAR WITH OLDER GENERATION	9
SATISFYING	8
TASTES BAD	6
ORDINARY OR COMMON	4
NOT ENOUGH TASTE	4
NO BAD AFTEREFFECTS	3
ODD OR PECULIAR TASTE	3
GOOD VALUE FOR YOUR MONEY	2
HARD TO DRAW ON	1
IRRITATING ADVERTISING	1
SNOBBISH	-
TOO EXPENSIVE	-
DISTINCTIVE	-
BETTER FOR YOUR HEALTH	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9
NONE, DON'T KNOW OR NO ANSWER	6

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753020

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Marlboros)? Any others?

Asked of all cigarette smokers--
48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1461 (100%)	1018 (100%)	443 (100%)
	%	%	%
MILD	24	24	23
GOOD FLAVOR	15	14	19
HARD TO DRAW ON	14	14	14
ODD OR PECULIAR TASTE	13	14	9
NOT ENOUGH TASTE	13	13	12
SATISFYING	10	9	13
DISTINCTIVE	9	10	9
NO BAD AFTEREFFECTS	7	6	9
STRONG	6	5	9
TOO EXPENSIVE	5	6	5
TASTES BAD	5	4	6
IRRITATING ADVERTISING	5	6	2
HARD ON YOUR THROAT	5	5	5
TOO LOOSELY PACKED	4	4	5
GOOD VALUE FOR YOUR MONEY	4	4	5
BETTER FOR YOUR HEALTH	4	4	4
ORDINARY OR COMMON	3	3	2
POPULAR WITH OLDER GENERATION	2	2	3
SNOBBISH	2	3	2
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	32	32	33
NONE, DON'T KNOW OR NO ANSWER	4	5	2

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753021

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Marlboros) ? Any others?

Asked of all cigarette smokers--
48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents whose college class is:			
		Fresh- man	Soph- omore	Junior	Senior
Number of respondents.	1461 (100%)	349 (100%)	381 (100%)	373 (100%)	358 (100%)
	%	%	%	%	%
MILD	24	23	22	22	28
GOOD FLAVOR	15	17	15	14	16
HARD TO DRAW ON	14	13	15	12	16
ODD OR PECULIAR TASTE	13	13	14	14	9
NOT ENOUGH TASTE	13	16	14	12	9
SATISFYING	10	10	8	12	10
DISTINCTIVE	9	10	11	5	11
NO BAD AFTEREFFECTS	7	7	6	10	6
STRONG	6	5	8	7	6
TOO EXPENSIVE	5	4	6	7	5
TASTES BAD	5	7	5	5	3
IRRITATING ADVERTISING	5	2	4	6	7
HARD ON YOUR THROAT	5	5	6	4	4
TOO LOOSELY PACKED	4	7	4	3	4
GOOD VALUE FOR YOUR MONEY	4	3	5	4	4
BETTER FOR YOUR HEALTH	4	3	3	2	7
ORDINARY OR COMMON	3	3	3	2	4
POPULAR WITH OLDER GENERATION	2	3	3	2	1
SNOBBISH	2	2	2	3	3
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	32	33	30	32	36
NONE, DON'T KNOW OR NO ANSWER	4	5	3	6	2

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753022

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Marlboros) ? Any others?

Asked of all cigarette smokers--
48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who now smoke:			
		Marlboros	Other filter-tip cigarettes	Regular size cigarettes	King size cigarettes
Number of respondents	1461 (100%)	97** (100%)	489 (100%)	433 (100%)	426 (100%)
	%	%	%	%	%
MILD	24	61	21	23	19
GOOD FLAVOR	15	69	17	8	18
HARD TO DRAW ON	14	6	6	20	20
ODD OR PECULIAR TASTE	13	-	12	17	12
NOT ENOUGH TASTE	13	1	6	19	17
SATISFYING	10	61	12	2	4
DISTINCTIVE	9	14	10	9	8
NO BAD AFTEREFFECTS	7	36	7	4	5
STRONG	6	12	11	2	4
TOO EXPENSIVE	5	11	4	4	7
TASTES BAD	5	-	3	5	7
IRRITATING ADVERTISING	5	3	6	4	5
HARD ON YOUR THROAT	5	8	5	3	4
TOO LOOSELY PACKED	4	7	5	3	4
GOOD VALUE FOR YOUR MONEY	4	31	3	*	2
BETTER FOR YOUR HEALTH	4	20	2	3	2
ORDINARY OR COMMON	3	4	4	3	2
POPULAR WITH OLDER GENERATION	2	1	1	1	5
SNOBBISH	2	-	1	3	3
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	32	-	29	36	40
NONE, DON'T KNOW OR NO ANSWER	4	-	5	5	2

1001753023

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Marlboros)? Any others?

Asked of all cigarette smokers--
57% of Negro "A" & "C" sample

	Total cigarette smokers "A" & "C" sample
Number of respondents.	227 (100%)
	%
MILD	20
GOOD FLAVOR	13
SATISFYING	12
NOT ENOUGH TASTE	9
NO BAD AFTEREFFECTS	8
HARD TO DRAW ON	6
GOOD VALUE FOR YOUR MONEY	6
ODD OR PECULIAR TASTE	6
HARD ON YOUR THROAT	4
DISTINCTIVE	4
TASTES BAD	3
STRONG	3
SNOBBISH	2
ORDINARY OR COMMON	2
TOO EXPENSIVE	1
BETTER FOR YOUR HEALTH	1
TOO LOOSELY PACKED	1
IRRITATING ADVERTISING	*
POPULAR WITH OLDER GENERATION	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	22
NONE, DON'T KNOW OR NO ANSWER	14

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753024

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Pall Mall) ? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	742 (100%)	526 (100%)	216 (100%)
	%	%	%
GOOD FLAVOR	36	35	40
SATISFYING	28	27	30
MILD	19	20	17
TOO LOOSELY PACKED	19	16	27
STRONG	18	16	25
GOOD VALUE FOR YOUR MONEY	15	16	13
HARD ON YOUR THROAT	10	9	12
NO BAD AFTEREFFECTS	8	7	9
ODD OR PECULIAR TASTE	7	6	8
ORDINARY OR COMMON	6	6	6
DISTINCTIVE	4	5	3
TASTES BAD	4	3	5
POPULAR WITH OLDER GENERATION	3	4	2
HARD TO DRAW ON	3	4	1
IRRITATING ADVERTISING	2	2	3
NOT ENOUGH TASTE	2	2	2
TOO EXPENSIVE	1	2	*
BETTER FOR YOUR HEALTH	1	1	-
SNOBBISH	*	-	*
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	10	10	10
NONE OR DON'T KNOW	5	6	2

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753025

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Pall Mall)? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	742 (100%)	169 (100%)	207 (100%)	202 (100%)	164 (100%)
	%	%	%	%	%
GOOD FLAVOR	36	37	39	32	37
SATISFYING	28	30	27	25	31
MILD	19	21	20	14	22
TOO LOOSELY PACKED	19	20	23	17	15
STRONG	18	13	15	26	17
GOOD VALUE FOR YOUR MONEY	15	20	12	12	20
HARD ON YOUR THROAT	10	7	9	12	10
NO BAD AFTEREFFECTS	8	9	10	7	4
ODD OR PECULIAR TASTE	7	5	11	4	5
ORDINARY OR COMMON	6	7	3	6	6
DISTINCTIVE	4	4	4	2	7
TASTES BAD	4	7	4	*	5
POPULAR WITH OLDER GENERATION	3	4	3	3	3
HARD TO DRAW ON	3	2	4	2	5
IRRITATING ADVERTISING	2	5	3	1	1
NOT ENOUGH TASTE	2	2	1	1	3
TOO EXPENSIVE	1	2	2	1	-
BETTER FOR YOUR HEALTH	1	-	-	2	-
SNOBBISH	*	-	-	*	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	10	10	12	9	9
NONE OR DON'T KNOW	5	3	4	7	5

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Pall Mall) ? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents who now smoke:			
		Pall Mall	Other king size cigarettes	Regular size cigarettes	Filter-tip cigarettes
Number of respondents	742 (100%) %	160 (100%) %	72** (100%) %	224 (100%) %	278 (100%) %
GOOD FLAVOR	36	78	31	25	23
SATISFYING	28	75	19	16	14
MILD	19	29	29	17	13
TOO LOOSELY PACKED	19	18	21	17	22
STRONG	18	6	31	15	25
GOOD VALUE FOR YOUR MONEY	15	33	4	15	8
HARD ON YOUR THROAT	10	3	8	8	15
NO BAD AFTEREFFECTS	8	19	-	7	4
ODD OR PECULIAR TASTE	7	1	21	6	6
ORDINARY OR COMMON	6	4	-	7	7
DISTINCTIVE	4	8	4	2	4
TASTES BAD	4	-	7	5	5
POPULAR WITH OLDER GENERATION	3	-	-	8	3
HARD TO DRAW ON	3	1	-	7	2
IRRITATING ADVERTISING	2	2	-	3	3
NOT ENOUGH TASTE	2	-	-	5	1
TOO EXPENSIVE	1	2	-	2	1
BETTER FOR YOUR HEALTH	1	-	-	-	1
SNOBBISH	*	-	1	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	10	-	6	11	16
NONE OR DON'T KNOW	5	3	4	4	6

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Pall Mall)? Any others?

Asked of all cigarette smokers--
59% of total Negro "C" sample

	Total cigarette smokers "C" sample
Number of respondents.	117 (100%)
	%
GOOD FLAVOR	19
SATISFYING	16
MILD	15
TOO LOOSELY PACKED	12
GOOD VALUE FOR YOUR MONEY	10
STRONG	8
NOT ENOUGH TASTE	6
TASTES BAD	5
NO BAD AFTEREFFECTS	4
HARD ON YOUR THROAT	4
ODD OR PECULIAR TASTE	2
SNOBBISH	2
ORDINARY OR COMMON	2
DISTINCTIVE	2
POPULAR WITH OLDER GENERATION	2
TOO EXPENSIVE	1
HARD TO DRAW ON	-
IRRITATING ADVERTISING	-
BETTER FOR YOUR HEALTH	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	11
NONE OR DON'T KNOW	8

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753028

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Parliament) ? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	742 (100%)	526 (100%)	216 (100%)
	%	%	%
TOO EXPENSIVE	32	32	31
MILD	16	14	19
DISTINCTIVE	14	16	11
SNOBBISH	13	14	12
HARD TO DRAW ON	11	10	13
NOT ENOUGH TASTE	9	8	10
ODD OR PECULIAR TASTE	6	5	9
GOOD FLAVOR	6	5	7
SATISFYING	4	4	5
POPULAR WITH OLDER GENERATION	4	4	3
STRONG	3	3	4
IRRITATING ADVERTISING	3	4	2
NO BAD AFTEREFFECTS	2	2	1
TASTES BAD	2	2	3
HARD ON YOUR THROAT	1	1	2
TOO LOOSELY PACKED	1	1	1
GOOD VALUE FOR YOUR MONEY	1	1	1
BETTER FOR YOUR HEALTH	1	1	*
ORDINARY OR COMMON	*	*	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	35	34	38
NONE OR DON'T KNOW	6	8	2

1001753029

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Parliament) ? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	742 (100%)	169 (100%)	207 (100%)	202 (100%)	164 (100%)
	%	%	%	%	%
TOO EXPENSIVE	32	28	35	33	31
MILD	16	20	14	17	12
DISTINCTIVE	14	11	17	14	13
SNOBBISH	13	18	11	11	15
HARD TO DRAW ON	11	8	14	8	14
NOT ENOUGH TASTE	9	13	7	7	7
ODD OR PECULIAR TASTE	6	7	5	6	7
GOOD FLAVOR	6	5	8	4	5
SATISFYING	4	5	6	3	2
POPULAR WITH OLDER GENERATION	4	3	4	6	1
STRONG	3	1	6	3	2
IRRITATING ADVERTISING	3	4	3	2	3
NO BAD AFTEREFFECTS	2	3	1	1	3
TASTES BAD	2	4	1	2	1
HARD ON YOUR THROAT	1	2	*	3	-
TOO LOOSELY PACKED	1	-	*	2	1
GOOD VALUE FOR YOUR MONEY	1	-	-	1	2
BETTER FOR YOUR HEALTH	1	-	1	1	-
ORDINARY OR COMMON	*	1	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (Volunteered)	35	39	34	32	37
NONE OR DON'T KNOW	6	4	4	11	6

1001753030

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Parliament) ? Any others?

Asked of all cigarette smokers--
49% of total "C" sample

	Total cigarette smokers "C" sample	Analyzed by respondents who now smoke:			
		Parliament	Other filter-tip cigarettes	Regular size cigarettes	King size cigarettes
Number of respondents	742 (100%) %	1** (100%) %	277 (100%) %	224 (100%) %	232 (100%) %
TOO EXPENSIVE	32	-	29	34	34
MILD	16	-	17	16	15
DISTINCTIVE	14	100	12	15	16
SNOBBISH	13	-	14	19	7
HARD TO DRAW ON	11	-	9	8	16
NOT ENOUGH TASTE	9	-	5	14	8
ODD OR PECULIAR TASTE	6	-	4	7	9
GOOD FLAVOR	6	100	8	5	3
SATISFYING	4	100	6	5	1
POPULAR WITH OLDER GENERATION	4	-	3	4	4
STRONG	3	-	6	1	2
IRRITATING ADVERTISING	3	-	4	3	3
NO BAD AFTEREFFECTS	2	-	2	2	2
TASTES BAD	2	-	1	4	1
HARD ON YOUR THROAT	1	-	2	2	-
TOO LOOSELY PACKED	1	-	1	1	1
GOOD VALUE FOR YOUR MONEY	1	-	1	1	1
BETTER FOR YOUR HEALTH	1	-	-	1	1
ORDINARY OR COMMON	*	-	-	-	1
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	35	-	38	34	34
NONE OR DON'T KNOW	6	-	4	5	8

1001753031

*Less than .5 per cent.

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

Source: <https://www.industrydocuments.ucsf.edu/docs/jh0000> some respondents gave more than one answer

INTERVIEWS IN NEGRO COLLEGES

3C. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Parliament) ? Any others?

Asked of all cigarette smokers--
59% of total Negro "C" sample

	Total cigarette smokers "C" sample
Number of respondents	117 (100%)
	%
TOO EXPENSIVE	26
MILD	21
GOOD FLAVOR	10
DISTINCTIVE	10
SATISFYING	7
HARD TO DRAW ON	5
NOT ENOUGH TASTE	5
ODD OR PECULIAR TASTE	4
SNOBBISH	4
STRONG	3
HARD ON YOUR THROAT	2
ORDINARY OR COMMON	2
NO BAD AFTEREFFECTS	2
POPULAR WITH OLDER GENERATION	2
TASTES BAD	2
GOOD VALUE FOR YOUR MONEY	2
TOO LOOSELY PACKED	1
BETTER FOR YOUR HEALTH	1
IRRITATING ADVERTISING	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	19
NONE OR DON'T KNOW	9

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753032

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Philip Morris) ? Any others?

Asked of all cigarette smokers--
46% of total "A" and "B" sample

Number of respondents	Total cigarette smokers "A" and "B" sample	Analyzed by respondents who are:	
		Male	Female
	1411	974	437
	(100%)	(100%)	(100%)
	%	%	%
ODD OR PECULIAR TASTE	26	30	18
TOO LOOSELY PACKED	16	18	12
MILD	15	18	8
STRONG	15	12	21
TASTES BAD	14	14	13
GOOD FLAVOR	10	11	10
HARD ON YOUR THROAT	10	9	11
SATISFYING	8	9	7
POPULAR WITH OLDER GENERATION	6	5	9
NOT ENOUGH TASTE	6	7	3
ORDINARY OR COMMON	6	6	5
NO BAD AFTEREFFECTS	5	6	4
IRRITATING ADVERTISING	4	4	3
GOOD VALUE FOR YOUR MONEY	3	3	1
DISTINCTIVE	2	3	1
HARD TO DRAW ON	1	1	1
TOO EXPENSIVE	*	1	*
BETTER FOR YOUR HEALTH	*	1	*
SNOBBISH	*	*	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	22	17	31
NONE OR DON'T KNOW	4	4	5

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753033

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Philip Morris) ? Any others?

Asked of all cigarette smokers--
46% of total "A" & "B" sample

	Total cigarette smokers "A" & "B" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	1411 (100%)	333 (100%)	323 (100%)	369 (100%)	386 (100%)
	%	%	%	%	%
ODD OR PECULIAR TASTE	26	21	23	27	32
TOO LOOSELY PACKED	16	13	16	13	22
MILD	15	15	14	13	19
STRONG	15	14	14	17	15
TASTES BAD	14	15	11	17	11
GOOD FLAVOR	10	12	11	10	9
HARD ON YOUR THROAT	10	10	6	11	11
SATISFYING	8	8	8	8	8
POPULAR WITH OLDER GENERATION	6	6	7	6	7
NOT ENOUGH TASTE	6	5	4	5	9
ORDINARY OR COMMON	6	6	5	7	5
NO BAD AFTEREFFECTS	5	7	5	7	3
IRRITATING ADVERTISING	4	5	5	3	3
GOOD VALUE FOR YOUR MONEY	3	3	4	2	2
DISTINCTIVE	2	1	3	4	2
HARD TO DRAW ON	1	1	2	*	2
TOO EXPENSIVE	*	-	-	2	-
BETTER FOR YOUR HEALTH	*	1	*	1	-
SNOBBISH	*	1	-	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	22	26	26	18	18
NONE OR DON'T KNOW	4	5	4	4	3

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753034

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Philip Morris) ? Any others?

Asked of all cigarette smokers--
46% of total "A" and "B" sample

	Total cigarette smokers "A" & "B" sample	Analyzed by respondents who now smoke:			
		Philip Morris (R & K)	Other regular size cigarettes	Other king size cigarettes	Filter- tip cigarettes
Number of respondents:	1411 (100%)	45** (100%)	398 (100%)	383 (100%)	571 (100%)
	%	%	%	%	%
ODD OR PECULIAR TASTE	26	-	33	34	19
TOO LOOSELY PACKED	16	-	20	17	14
MILD	15	44	16	17	11
STRONG	15	9	11	12	20
TASTES BAD	14	-	15	14	13
GOOD FLAVOR	10	66	11	8	7
HARD ON YOUR THROAT	10	-	10	8	11
SATISFYING	8	56	7	7	6
POPULAR WITH OLDER GENERATION	6	4	5	5	9
NOT ENOUGH TASTE	6	-	10	5	4
ORDINARY OR COMMON	6	-	6	6	6
NO BAD AFTEREFFECTS	5	56	4	3	4
IRRITATING ADVERTISING	4	-	6	2	4
GOOD VALUE FOR YOUR MONEY	3	33	2	2	1
DISTINCTIVE	2	2	2	3	2
HARD TO DRAW ON	1	-	3	1	1
TOO EXPENSIVE	*	-	-	1	1
BETTER FOR YOUR HEALTH	*	-	1	1	-
SNOBBISH	*	-	1	1	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	22	-	17	18	28
NONE OR DON'T KNOW	4	-	4	3	5

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753035

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Philip Morris) ? Any others?

Asked of all cigarette smokers--

51% of total Negro "A" & "B" sample

	Total cigarette smokers "A" & "B" sample
Number of respondents	202 (100%)
	%
MILD	35
SATISFYING	24
GOOD FLAVOR	23
TOO LOOSELY PACKED	13
GOOD VALUE FOR YOUR MONEY	10
ORDINARY OR COMMON	9
NO BAD AFTEREFFECTS	8
STRONG	6
HARD ON YOUR THROAT	5
DISTINCTIVE	4
NOT ENOUGH TASTE	3
POPULAR WITH OLDER GENERATION	3
ODD OR PECULIAR TASTE	2
TOO EXPENSIVE	*
TASTES BAD	*
HARD TO DRAW ON	-
IRRITATING ADVERTISING	-
SNOBBISH	-
BETTER FOR YOUR HEALTH	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	4
NONE OR DON'T KNOW	3

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753036

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Viceroy)? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	692 (100%)	482 (100%)	210 (100%)
	%	%	%
MILD	34	31	40
HARD TO DRAW ON	28	29	26
NOT ENOUGH TASTE	23	25	18
ODD OR PECULIAR TASTE	18	16	22
GOOD FLAVOR	11	6	23
SATISFYING	9	5	19
IRRITATING ADVERTISING	8	9	6
NO BAD AFTEREFFECTS	6	5	10
BETTER FOR YOUR HEALTH	6	4	10
TASTES BAD	5	5	4
TOO EXPENSIVE	4	5	3
ORDINARY OR COMMON	3	3	3
HARD ON YOUR THROAT	3	2	3
STRONG	3	2	4
DISTINCTIVE	2	2	2
GOOD VALUE FOR YOUR MONEY	2	1	4
SNOBBISH	1	2	-
POPULAR WITH OLDER GENERATION	1	1	*
TOO LOOSELY PACKED	1	1	*
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	23	12
NONE OR DON'T KNOW	2	1	3

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753037

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Viceroy)? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	692 (100%)	153 (100%)	149 (100%)	198 (100%)	192 (100%)
	%	%	%	%	%
MILD	34	35	33	30	37
HARD TO DRAW ON	28	37	30	22	25
NOT ENOUGH TASTE	23	31	18	20	23
ODD OR PECULIAR TASTE	18	19	21	14	19
GOOD FLAVOR	11	14	11	10	10
SATISFYING	9	11	4	10	10
IRRITATING ADVERTISING	8	5	8	10	8
NO BAD AFTEREFFECTS	6	4	7	6	7
BETTER FOR YOUR HEALTH	6	6	8	6	5
TASTES BAD	5	5	4	6	4
TOO EXPENSIVE	4	2	5	5	6
ORDINARY OR COMMON	3	1	3	8	1
HARD ON YOUR THROAT	3	3	3	3	3
STRONG	3	3	7	-	2
DISTINCTIVE	2	3	2	3	1
GOOD VALUE FOR YOUR MONEY	2	2	2	2	2
SNOBBISH	1	-	1	1	2
POPULAR WITH OLDER GENERATION	1	-	-	2	1
TOO LOOSELY PACKED	1	-	-	1	3
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	16	21	22	19
NONE OR DON'T KNOW	2	-	2	2	4

1001753038

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Viceroy) ? Any others?

Asked of all cigarette smokers--
45% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who now smoke:			
		Viceroy	Other filter-tip cigarettes	Regular size cigarettes	King size cigarettes
Number of respondents:	692 (100%)	66** (100%)	197 (100%)	225 (100%)	198 (100%)
	%	%	%	%	%
MILD	34	83	30	23	33
HARD TO DRAW ON	28	9	24	27	40
NOT ENOUGH TASTE	23	3	15	30	29
ODD OR PECULIAR TASTE	18	3	21	13	26
GOOD FLAVOR	11	55	17	1	2
SATISFYING	9	62	10	1	-
IRRITATING ADVERTISING	8	2	11	7	8
NO BAD AFTEREFFECTS	6	27	5	5	2
BETTER FOR YOUR HEALTH	6	12	4	5	8
TASTES BAD	5	-	8	2	6
TOO EXPENSIVE	4	6	2	6	5
ORDINARY OR COMMON	3	3	3	4	3
HARD ON YOUR THROAT	3	2	3	3	4
STRONG	3	2	5	3	1
DISTINCTIVE	2	2	2	1	5
GOOD VALUE FOR YOUR MONEY	2	9	1	2	1
SNOBBISH	1	-	-	4	-
POPULAR WITH OLDER GENERATION	1	-	2	1	-
TOO LOOSELY PACKED	1	-	-	1	2
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	-	10	35	17
NONE OR DON'T KNOW	2	-	4	*	2

*Less than .5 per cent.

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753039

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Viceroy)? Any others?

Asked of all cigarette smokers--
46% of total Negro "B" sample

	Total cigarette smokers "B" sample
Number of respondents:	92** (100%)
	%
MILD	35
HARD TO DRAW ON	17
SATISFYING	15
NOT ENOUGH TASTE	12
GOOD FLAVOR	10
GOOD VALUE FOR YOUR MONEY	8
ODD OR PECULIAR TASTE	5
NO BAD AFTEREFFECTS	5
DISTINCTIVE	5
BETTER FOR YOUR HEALTH	4
TOO EXPENSIVE	4
TOO LOOSELY PACKED	1
HARD ON YOUR THROAT	1
SNOBBISH	1
ORDINARY OR COMMON	1
STRONG	-
IRRITATING ADVERTISING	-
POPULAR WITH OLDER GENERATION	-
TASTES BAD	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	11
NONE OR DON'T KNOW	7

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753040

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Winston) ? Any others?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers: "A" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	719 (100%) %	492 (100%) %	227 (100%) %
MILD	31	30	32
HARD TO DRAW ON	23	22	23
ODD OR PECULIAR TASTE	20	17	26
GOOD FLAVOR	18	15	22
NOT ENOUGH TASTE	16	17	14
SATISFYING	13	10	18
BETTER FOR YOUR HEALTH	8	7	9
NO BAD AFTEREFFECTS	7	7	7
TASTES BAD	7	5	10
STRONG	6	6	8
HARD ON YOUR THROAT	4	4	5
IRRITATING ADVERTISING	3	3	3
TOO EXPENSIVE	3	3	3
DISTINCTIVE	3	3	4
GOOD VALUE FOR YOUR MONEY	2	1	4
ORDINARY OR COMMON	2	2	3
POPULAR WITH OLDER GENERATION	*	*	*
SNOBBISH	*	*	-
TOO LOOSELY PACKED	*	-	*
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	18	22	10
NONE OR DON'T KNOW	4	5	3

*Less than .5 per cent.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753041

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Winston) ? Any others?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	719 (100%)	180 (100%)	174 (100%)	171 (100%)	194 (100%)
	%	%	%	%	%
MILD	31	32	32	30	28
HARD TO DRAW ON	23	17	24	26	23
ODD OR PECULIAR TASTE	20	14	23	20	23
GOOD FLAVOR	18	24	16	18	12
NOT ENOUGH TASTE	16	18	18	15	12
SATISFYING	13	19	11	13	7
BETTER FOR YOUR HEALTH	8	4	9	12	6
NO BAD AFTEREFFECTS	7	8	11	4	5
TASTES BAD	7	6	7	9	5
STRONG	6	7	6	6	6
HARD ON YOUR THROAT	4	5	6	4	3
IRRITATING ADVERTISING	3	3	2	6	2
TOO EXPENSIVE	3	2	1	6	3
DISTINCTIVE	3	2	5	5	1
GOOD VALUE FOR YOUR MONEY	2	2	3	3	1
ORDINARY OR COMMON	2	2	3	-	3
POPULAR WITH OLDER GENERATION	*	-	1	1	-
SNOBBISH	*	-	1	-	-
TOO LOOSELY PACKED	*	-	1	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	18	17	12	14	28
NONE OR DON'T KNOW	4	6	3	8	2

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753042

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Winstons) ? Any others?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who now smoke:			
		Winston	Other filter-tip cigarettes	Regular size cigarettes	King size cigarettes
Number of respondents	719 (100%)	79** (100%)	229 (100%)	209 (100%)	194 (100%)
	%	%	%	%	%
MILD	31	62	24	24	34
HARD TO DRAW ON	23	3	11	30	38
ODD OR PECULIAR TASTE	20	1	22	19	25
GOOD FLAVOR	18	76	19	6	6
NOT ENOUGH TASTE	16	1	7	24	25
SATISFYING	13	65	11	1	5
BETTER FOR YOUR HEALTH	8	18	10	7	1
NO BAD AFTEREFFECTS	7	22	6	4	6
TASTES BAD	7	-	10	4	9
STRONG	6	-	14	2	5
HARD ON YOUR THROAT	4	-	8	1	5
IRRITATING ADVERTISING	3	-	3	6	2
TOO EXPENSIVE	3	3	2	4	3
DISTINCTIVE	3	4	3	4	2
GOOD VALUE FOR YOUR MONEY	2	15	1	-	1
ORDINARY OR COMMON	2	4	4	*	1
POPULAR WITH OLDER GENERATION	*	-	-	1	1
SNOBBISH	*	-	-	1	-
TOO LOOSELY PACKED	*	-	*	-	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	18	-	14	30	19
NONE OR DON'T KNOW	4	-	7	8	1

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753043

INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for
describing the way you feel about (Winston) ? Any others?

Asked of all cigarette smokers--
54% of total Negro "A" sample

	Total cigarette smokers "A" sample
Number of respondents	110 (100%)
	%
MILD	30
SATISFYING	15
HARD TO DRAW ON	15
GOOD FLAVOR	13
NOT ENOUGH TASTE	8
ODD OR PECULIAR TASTE	7
STRONG	6
HARD ON YOUR THROAT	5
TASTES BAD	5
GOOD VALUE FOR YOUR MONEY	5
NO BAD AFTEREFFECTS	4
ORDINARY OR COMMON	3
DISTINCTIVE	3
BETTER FOR YOUR HEALTH	2
POPULAR WITH OLDER GENERATION	2
TOO LOOSELY PACKED	1
IRRITATING ADVERTISING	1
SNOBBISH	1
TOO EXPENSIVE	1
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	10
NONE, DON'T KNOW OR NO ANSWER	11

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753044

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

Asked of all cigarette smokers
in their respective samples

Number of respondents	Truck driver	Debu- tante	Doctor	Young business executive	Stenog- rapher	Star athlete	Someone who spends whole time studying and isn't good for anything else	Young married woman a couple of years out of college
	1411 (100%)	1411 (100%)	719 (100%)	1461 (100%)	1461 (100%)	1434 (100%)	1434 (100%)	1434 (100%)
	%	%	%	%	%	%	%	%
CAMEL	49	1	15	7	3	10	6	1
CAVALIER	*	1	-	1	1	*	2	1
CHESTERFIELD	12	2	15	18	9	12	9	7
HERBERT TAREYTON	1	15	3	6	4	*	4	8
KENT	*	6	8	3	2	2	3	2
KOOL	*	*	2	-	1	1	3	*
L & M	*	7	9	6	16	3	6	12
LUCKY STRIKE	36	1	9	14	6	19	10	2
MARLBORO	1	7	5	6	6	2	4	7
OLD GOLD	2	*	2	2	1	1	2	*
PALL MALL	2	6	6	12	17	3	11	21
PARLIAMENT	*	33	6	9	2	*	2	4
PHILIP MORRIS	3	*	4	5	3	1	3	2
VICEROY	*	10	10	6	18	3	9	18
VOGUE	-	15	*	*	1	*	1	1
WINSTON	*	4	7	9	12	3	7	11
NONE	*	*	1	*	*	34	6	1
DON'T KNOW OR NO ANSWER	4	5	8	8	7	8	19	10

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753045

SUMMARY TABLE
INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

Asked of all cigarette smokers
in their respective samples

Number of respondents	Truck driver	Debu- tante	Doctor	Young business executive	Stenog- rapher	Star athlete	Someone who spends whole time studying and isn't good for anything else	Young married woman a couple of years out of college
							(100%)	(100%)
	202 (100%)	202 (100%)	110 (100%)	227 (100%)	227 (100%)	209 (100%)		
	%	%	%	%	%	%	%	%
CAMEL	50	2	16	5	1	5	12	-
CAVALIER	-	2	-	1	1	*	1	1
CHESTERFIELD	19	1	6	8	3	6	6	5
HERBERT TAREYTON	*	7	7	11	6	1	2	6
KENT	*	3	6	2	4	2	1	1
KOOL	1	1	2	-	4	6	5	2
L & M	*	6	5	2	5	2	4	5
LUCKY STRIKE	23	*	5	9	2	8	6	1
MARLBORO	-	7	4	7	10	2	2	8
OLD GOLD	*	1	2	1	*	*	3	*
PALL MALL	3	8	5	9	9	8	13	9
PARLIAMENT	-	23	16	11	3	1	1	7
PHILIP MORRIS	7	3	10	15	11	15	14	9
VICEROY	*	19	7	7	22	14	10	37
VOGUE	-	20	-	2	1	-	*	2
WINSTON	1	4	6	9	13	8	7	12
NONE	*	*	2	1	*	19	4	3
DON'T KNOW OR NO ANSWER	1	2	2	5	8	5	14	6

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753046

31. Now here is a list of several different brands of cigarettes. (Card shown respondent): If you had to guess, which of these brands would you say a (truck driver) would be most apt to smoke?

Asked of all cigarette smokers--
46% of total "A" & "B" sample

	Total cigarette smokers "A" & "B" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1411 (100%)	974 (100%)	437 (100%)
	%	%	%
CAMEL	49	51	44
LUCKY STRIKE	36	36	37
CHESTERFIELD	12	12	11
PHILIP MORRIS	3	4	2
OLD GOLD	2	2	4
PALL MALL	2	2	2
MARLBORO	1	1	1
HERBERT TAREYTON	1	1	1
WINSTON	*	1	*
CAVALIER	*	*	1
VICEROY	*	*	*
KENT	*	*	*
KOOL	*	*	*
L & M	*	*	-
PARLIAMENT	*	*	-
VOGUE	-	-	-
NONE	*	*	*
DON'T KNOW OR NO ANSWER	4	5	4

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753047

31. Now here is a list of several different brands to guess, which of these brands would you say

Asked of all cigarette smokers--

	Total cigarette smokers "A" & "B" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1411 (100%)	45** (100%)	108 (100%)	50** (100%)	180 (100%)
	%	%	%	%	%
CAMEL	49	49	56	48	51
LUCKY STRIKE	36	42	37	40	38
CHESTERFIELD	12	11	12	10	11
PHILIP MORRIS	3	4	4	4	2
OLD GOLD	2	-	3	-	3
PALL MALL	2	-	1	4	3
MARLBORO	1	-	2	2	1
HERBERT TAREYTON	1	2	-	4	2
WINSTON	*	-	-	4	-
CAVALIER	*	-	2	-	-
VICEROY	*	-	-	-	1
KENT	*	-	-	-	-
KOOL	*	-	-	-	-
L & M	*	-	-	-	-
PARLIAMENT	*	-	-	-	-
VOGUE	-	-	-	-	-
NONE	*	-	-	-	-
DON'T KNOW OR NO ANSWER	4	4	1	-	3

1001753048

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had
a (truck driver) would be most apt to smoke?

46% of total "A" & "B" sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
136 (100%)	222 (100%)	282 (100%)	133 (100%)	145 (100%)	47** (100%)	49** (100%)
%	%	%	%	%	%	%
50	53	45	42	52	43	39
36	33	35	36	30	32	49
13	9	14	10	7	19	10
7	1	3	4	3	4	4
3	1	1	2	6	9	-
1	-	5	5	2	-	-
-	2	1	2	3	-	-
1	-	-	-	-	4	-
-	1	-	-	1	-	2
2	-	1	-	-	-	-
-	-	1	-	-	-	-
-	-	1	-	1	4	-
-	1	1	-	-	-	-
-	1	1	-	-	32	-
-	1	-	-	-	-	-
-	-	-	-	-	-	-
1	-	1	-	1	-	-
4	7	5	11	5	-	-

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753049

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver) would be most apt to smoke?

Asked of all cigarette smokers--
46% of total "A" & "B" sample

	Total cigarette smokers "A" & "B" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	1411 (100%)	434 (100%)	392 (100%)	571 (100%)
	%	%	%	%
CAMEL	49	50	47	49
LUCKY STRIKE	36	35	36	36
CHESTERFIELD	12	12	12	10
PHILIP MORRIS	3	2	3	4
OLD GOLD	2	1	3	3
PALL MALL	2	1	4	2
MARLBORO	1	2	1	2
HERBERT TAREYTON	1	1	1	*
WINSTON	*	1	-	1
CAVALIER	*	-	1	1
VICEROY	*	*	1	-
KENT	*	*	1	*
KOOL	*	*	-	*
L & M	*	*	1	-
PARLIAMENT	*	*	-	-
VOGUE	-	-	-	-
NONE	*	-	1	*
DON'T KNOW OR NO ANSWER	4	4	5	5

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753050

INTERVIEWS IN NEGRO COLLEGES

207

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver) would be most apt to smoke?

Asked of all cigarette smokers--
51% of total Negro "A" & "B" sample

Number of respondents	Total cigarette smokers "A" & "B" sample	Analyzed by respondents who are:	
		Male	Female
	202 (100%)	115 (100%)	87** (100%)
	%	%	%
CAMEL	50	51	48
LUCKY STRIKE	23	23	24
CHESTERFIELD	19	17	22
PHILIP MORRIS	7	11	2
PALL MALL	3	6	-
KOOL	1	1	1
WINSTON	1	2	-
HERBERT TAREYTON	*	1	-
KENT	*	1	-
L & M	*	-	1
OLD GOLD	*	-	1
VICEROY	*	1	-
CAVALIER	-	-	-
MARLBORO	-	-	-
PARLIAMENT	-	-	-
VOGUE	-	-	-
NONE	*	-	1
DON'T KNOW OR NO ANSWER	1	-	3

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753051

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (debutante) would be most apt to smoke?

Asked of all cigarette smokers--
46% of total "A" & "B" sample

	Total cigarette smokers "A" & "B" sample	Analyzed by --respondents who are:	
		Male	Female
Number of respondents	1411 (100%)	974 (100%)	437 (100%)
	%	%	%
PARLIAMENT	33	35	31
HERBERT TAREYTON	15	17	11
VOGUE	15	13	18
VICEROY	10	9	11
MARLBORO	7	6	9
L & M	7	7	7
PALL MALL	6	8	3
KENT	6	6	5
WINSTON	4	5	4
CHESTERFIELD	2	2	1
CAVALIER	1	2	1
CAMEL	1	1	-
LUCKY STRIKE	1	1	1
PHILIP MORRIS	*	*	*
KOOL	*	*	*
OLD GOLD	*	*	-
NONE	*	-	*
DON'T KNOW OR NO ANSWER	5	5	5

*Less than .5 per cent.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753052

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (debutante) would be most apt to smoke?

Asked of all cigarette smokers--
46% of total "A" & "B" sample

	Total cigarette smokers "A" & "B" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	1411 (100%)	434 (100%)	392 (100%)	571 (100%)
	%	%	%	%
PARLIAMENT	33	29	34	36
HERBERT TAREYTON	15	16	14	15
VOGUE	15	15	12	17
VICEROY	10	11	10	9
MARLBORO	7	7	7	6
L & M	7	7	6	6
PALL MALL	6	6	9	5
KENT	6	5	5	6
WINSTON	4	6	5	3
CHESTERFIELD	2	1	2	2
CAVALIER	1	1	2	1
CAMEL	1	1	-	1
LUCKY STRIKE	1	1	1	*
PHILIP MORRIS	*	*	-	*
KOOL	*	*	1	-
OLD GOLD	*	-	1	-
NONE	*	-	-	*
DON'T KNOW OR NO ANSWER	5	5	4	6

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753053

31. Now here is a list of several different brands to guess, which of these brands would you say

Asked of all cigarette smokers--

	Total cigarette smokers "A" & "B" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1411 (100%)	45** (100%)	108 (100%)	50** (100%)	180 (100%)
	%	%	%	%	%
PARLIAMENT	33	29	32	30	34
HERBERT TAREYTON	15	4	18	18	13
VOGUE	15	20	25	12	16
VICEROY	10	27	9	8	6
MARLBORO	7	11	9	4	7
L & M	7	4	6	10	6
PALL MALL	6	9	10	4	9
KENT	6	-	6	12	4
WINSTON	4	4	1	12	4
CHESTERFIELD	2	-	-	-	1
CAVALIER	1	-	2	2	6
CAMEL	1	-	-	8	-
LUCKY STRIKE	1	-	2	-	1
PHILIP MORRIS	*	2	2	-	-
KOOL	*	-	-	-	-
OLD GOLD	*	-	-	-	-
NONE	*	-	-	-	-
DON'T KNOW OR NO ANSWER	5	2	2	4	6

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

1001753054

of cigarettes. (Card shown respondent) If you had
a (debutante) would be most apt to smoke?

46% of total "A" & "B" sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
136 (100%)	222 (100%)	282 (100%)	133 (100%)	145 (100%)	47** (100%)	49** (100%)
%	%	%	%	%	%	%
39	27	37	41	30	19	35
16	18	14	8	16	21	20
22	12	12	9	12	13	18
4	14	10	20	3	2	8
7	8	5	3	6	15	8
10	6	7	2	7	9	6
2	6	7	2	8	13	-
7	6	5	4	8	4	2
1	6	5	1	10	-	4
-	1	2	3	4	4	-
-	-	*	1	3	-	-
-	-	-	-	3	4	-
-	2	*	-	-	-	-
-	-	-	-	-	-	-
-	-	1	-	-	2	-
-	-	1	-	-	-	-
-	-	-	-	-	-	2
3	5	4	11	8	4	-

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753055

INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (debutante) would be most apt to smoke?

Asked of all cigarette smokers--
51% of total Negro "A" & "B" sample

Number of respondents	Total cigarette smokers "A" & "B" sample	Analyzed by --respondents who are:	
		Male	Female
	202 (100%)	115 (100%)	87** (100%)
	%	%	%
PARLIAMENT	23	23	24
VOGUE	20	17	24
VICEROY	19	23	14
PALL MALL	8	8	8
MARLBORO	7	11	2
HERBERT TAREYTON	7	11	2
L & M	6	5	7
WINSTON	4	4	3
KENT	3	4	2
PHILIP MORRIS	3	2	5
CAMEL	2	3	1
CAVALIER	2	3	1
CHESTERFIELD	1	2	1
KOOL	1	1	2
OLD GOLD	1	3	-
LUCKY STRIKE	*	1	-
NONE	*	-	1
DON'T KNOW OR NO ANSWER	2	1	3

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753056

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (doctor) would be most apt to smoke?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	719 (100%)	492 (100%)	227 (100%)
	%	%	%
CAMEL	15	17	13
CHESTERFIELD	15	14	17
VICEROY	10	11	7
L & M	9	9	11
LUCKY STRIKE	9	10	6
KENT	8	8	9
WINSTON	7	7	6
PALL MALL	6	7	4
PARLIAMENT	6	7	4
MARLBORO	5	5	4
PHILIP MORRIS	4	4	4
HERBERT TAREYTON	3	3	3
OLD GOLD	2	2	2
KOOL	2	1	4
VOGUE	*	-	*
CAVALIER	-	-	-
NONE	1	1	3
DON'T KNOW OR NO ANSWER	8	8	7

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753057

31. Now here is a list of several different brands
had to guess, which of these brands would you

Asked of all cigarette smokers--

	Total cigarette smokers "A" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	719 (100%)	24** (100%)	50** (100%)	19** (100%)	92** (100%)
	%	%	%	%	%
CAMEL	15	4	8	42	18
CHESTERFIELD	15	29	10	11	14
VICEROY	10	-	8	11	17
L & M	9	17	10	-	5
LUCKY STRIKE	9	8	-	26	2
KENT	8	17	18	-	4
WINSTON	7	-	8	11	5
PALL MALL	6	17	8	11	7
PARLIAMENT	6	-	8	-	4
MARLBORO	5	-	10	11	-
PHILIP MORRIS	4	8	-	-	13
HERBERT TAREYTON	3	-	4	5	2
OLD GOLD	2	-	2	11	1
KOOL	2	8	4	-	1
VOGUE	*	-	-	-	-
CAVALIER	-	-	-	-	-
NONE	1	-	4	-	-
DON'T KNOW OR NO ANSWER	8	8	12	5	9

1001753058

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you say a (doctor) would be most apt to smoke?

47% of total "A" sample

respondents whose present regular brand is:

<u>L & M</u> <u>-(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
88** (100%)	104 (100%)	138 (100%)	67** (100%)	79** (100%)	26** (100%)	24** (100%)
%	%	%	%	%	%	%
11	14	14	10	27	15	17
12	20	14	13	14	19	8
9	12	7	25	1	-	4
22	8	6	9	4	12	8
3	14	12	7	11	15	4
10	15	6	6	1	4	12
1	5	4	7	22	4	12
3	4	12	-	5	-	12
8	6	9	3	6	-	4
7	5	4	6	6	-	4
5	-	4	1	4	-	12
5	5	2	-	1	8	4
3	4	1	4	-	-	-
2	-	2	1	1	4	-
-	1	-	-	-	-	-
-	-	-	-	-	-	-
3	-	2	3	-	-	-
10	6	4	10	8	23	-

.5. per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753059

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (doctor) would be most apt to smoke?

Asked of all cigarette smokers--
47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	719 (100%)	209 (100%)	194 (100%)	308 (100%)
	%	%	%	%
CAMEL	15	16	16	15
CHESTERFIELD	15	16	18	12
VICEROY	10	13	6	10
L & M	9	8	6	11
LUCKY STRIKE	9	12	9	6
KENT	8	10	6	8
WINSTON	7	5	4	10
PALL MALL	6	6	10	5
PARLIAMENT	6	5	6	6
MARLBORO	5	3	3	7
--- PHILIP MORRIS	4	5	5	4
HERBERT TAREYTON	3	4	3	3
OLD GOLD	2	3	1	2
KOOL	2	-	4	2
VOGUE	*	*	-	-
CAVALIER	-	-	-	-
NONE	1	-	2	2
DON'T KNOW OR NO ANSWER	8	9	5	9

*Less than .5 per cent.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753060

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (doctor) would be most apt to smoke?

Asked of all cigarette smokers--
54% of total Negro "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	110 (100%)	52** (100%)	58** (100%)
	%	%	%
CAMEL	16	15	17
PARLIAMENT	16	23	10
PHILIP MORRIS	10	13	7
VICEROY	7	8	7
HERBERT TAREYTON	7	4	10
CHESTERFIELD	6	4	9
WINSTON	6	8	5
KENT	6	5	7
LUCKY STRIKE	5	4	5
PALL MALL	5	4	5
L & M	5	4	5
MARLBORO	4	-	7
OLD GOLD	2	4	-
KOOL	2	2	2
CAVALIER	-	-	-
VOGUE	-	-	-
NONE	2	-	3
DON'T KNOW OR NO ANSWER	2	2	2

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753061

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (young business executive) would be most apt. to smoke?

Asked of all cigarette smokers--
48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1461 (100%)	1018 (100%)	443 (100%)
	%	%	%
CHESTERFIELD	18	17	20
LUCKY STRIKE	14	15	10
PALL MALL	12	12	12
WINSTON	9	10	8
PARLIAMENT	9	9	7
CAMEL	7	7	6
HERBERT TAREYTON	6	6	7
MARLBORO	6	7	5
L & M	6	6	5
VICEROY	6	6	5
PHILIP MORRIS	5	5	5
KENT	3	3	4
OLD GOLD	2	2	1
CAVALIER	1	1	2
VOGUE	*	*	-
KOOL	-	-	-
NONE	*	*	1
DON'T KNOW OR NO ANSWER	8	9	7

*Less than .5 per cent.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753062

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (young business executive) would be most apt to smoke?

Asked of all cigarette smokers--
48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	1461 (100%)	433 (100%)	426 (100%)	586 (100%)
	%	%	%	%
CHESTERFIELD	18	16	23	17
LUCKY STRIKE	14	21	11	10
PALL MALL	12	7	22	9
WINSTON	9	8	4	13
PARLIAMENT	9	7	10	9
CAMEL	7	11	5	5
HERBERT TAREYTON	6	5	8	6
MARLBORO	6	7	5	6
L & M	6	8	4	6
VICEROY	6	6	5	6
PHILIP MORRIS	5	7	2	5
KENT	3	4	2	4
OLD GOLD	2	4	1	1
CAVALIER	1	*	2	1
VOGUE	*	*	-	-
KOOL	-	-	-	-
NONE	*	-	*	1
DON'T KNOW OR NO ANSWER	8	7	7	10

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753063

31. Now here is a list of several different brands guess, which of these brands would you say a

Asked of all cigarette smokers--

	Total cigarette smokers "A" & "C" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marl- boro	Camel	Chester- field (R & K)
Number of respondents	1461 (100%)	48** (100%)	97** (100%)	52** (100%)	205 (100%)
	%	%	%	%	%
CHESTERFIELD	18	15	14	12	36
LUCKY STRIKE	14	12	4	15	12
PALL MALL	12	25	9	4	5
WINSTON	9	4	6	15	6
PARLIAMENT	9	8	14	-	6
CAMEL	7	8	1	27	6
HERBERT TAREYTON	6	-	12	4	10
MARLBORO	6	12	10	8	7
L & M	6	8	3	15	5
VICEROY	6	-	12	4	10
PHILIP MORRIS	5	23	8	4	3
KENT	3	8	6	10	2
OLD GOLD	2	-	-	4	2
CAVALIER	1	-	1	-	1
VOGUE	*	-	-	-	-
KOOL	-	-	-	-	-
NONE	*	-	-	-	*
DON'T KNOW OR NO ANSWER	8	12	5	13	4

1001753064

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had to
 (young business executive) would be most apt to smoke?

48% of total "A" & "C" sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
145 (100%)	209 (100%)	298 (100%)	146 (100%)	155 (100%)	47** (100%)	43** (100%)
%	%	%	%	%	%	%
20	14	15	15	17	13	19
10	29	12	8	12	9	21
6	9	26	9	8	9	16
6	8	4	13	25	4	9
9	7	11	9	6	13	5
6	9	6	2	11	9	-
6	6	6	2	5	9	14
10	5	4	6	2	2	-
14	8	3	1	6	4	2
3	3	5	8	4	4	5
6	4	2	5	3	13	-
4	1	1	3	3	11	2
-	4	*	1	2	9	5
1	*	2	1	1	-	-
-	-	-	-	-	4	-
-	-	-	-	-	-	-
1	-	*	1	-	-	-
12	7	8	17	6	9	5

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753065

INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (young business executive) would be most apt to smoke?

Asked of all cigarette smokers--
57% of total Negro "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	227 (100%)	118 (100%)	109 (100%)
	%	%	%
PHILIP MORRIS	15	19	10
PARLIAMENT	11	6	17
HERBERT TAREYTON	11	8	13
PALL MALL	9	10	8
WINSTON	9	8	9
LUCKY STRIKE	9	8	9
CHESTERFIELD	8	7	10
MARLBORO	7	8	6
VICEROY	7	7	6
CAMEL	5	7	3
KENT	2	3	1
L & M	2	1	3
VOGUE	2	3	1
CAVALIER	1	1	2
OLD GOLD	1	1	2
KOOL	-	-	-
NONE	1	-	2
DON'T KNOW OR NO ANSWER	5	6	5

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753066

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (stenographer) would be most apt to smoke?

Asked of all cigarette smokers--
48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1461 (100%)	1018 (100%)	443 (100%)
	%	%	%
VICEROY	18	17	19
PALL MALL	17	17	19
L & M	16	17	15
WINSTON	12	13	11
CHESTERFIELD	9	9	11
LUCKY STRIKE	6	7	6
MARLBORO	6	6	7
HERBERT TAREYTON	4	5	2
PHILIP MORRIS	3	4	2
CAMEL	3	4	1
PARLIAMENT	2	3	1
KENT	2	2	1
OLD GOLD	1	1	1
VOGUE	1	1	*
KOOL	1	1	1
CAVALIER	1	1	*
NONE	*	*	*
DON'T KNOW OR NO ANSWER	8	8	7

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753067

31. Now here is a list of several different brands to guess, which of these brands would you say

Asked of all cigarette smokers--

	Total cigarette smokers "A" & "C" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents:	1461 (100%)	48** (100%)	97** (100%)	52** (100%)	205 (100%)
	%	%	%	%	%
VICEROY	18	17	9	25	15
PALL MALL	17	15	18	23	22
L & M	16	12	20	8	20
WINSTON	12	12	6	12	10
CHESTERFIELD	9	8	11	4	14
LUCKY STRIKE	6	4	8	2	5
MARLBORO	6	6	13	4	10
HERBERT TAREYTON	4	-	1	8	2
PHILIP MORRIS	3	21	1	-	5
CAMEL	3	17	5	2	2
PARLIAMENT	2	-	2	-	2
KENT	2	8	4	12	2
OLD GOLD	1	-	2	4	1
VOGUE	1	-	-	4	-
KOOL	1	-	-	-	-
CAVALIER	1	-	-	4	-
NONE	*	-	-	-	-
DON'T KNOW OR NO ANSWER	8	17	7	17	3

1001753068

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had
a (stenographer) would be most apt to smoke?

48% of total "A" & "C" sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
145 (100%)	209 (100%)	298 (100%)	146 (100%)	155 (100%)	47** (100%)	43** (100%)
%	%	%	%	%	%	%
19	19	16	31	12	26	9
12	20	18	6	19	21	7
33	15	13	10	10	23	7
6	18	9	9	30	6	12
8	12	9	6	3	11	9
8	7	10	6	3	6	-
3	4	6	3	4	2	19
5	6	5	5	4	-	5
3	3	2	2	1	-	9
3	2	1	-	5	-	9
-	3	2	3	2	9	5
-	1	1	-	-	-	5
1	-	2	1	1	-	2
1	1	1	2	1	-	-
1	2	1	1	2	2	-
2	-	-	-	1	4	-
2	-	*	1	-	-	-
6	4	7	15	12	4	5

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753069

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (stenographer) would be most apt to smoke?

Asked of all cigarette smokers--
48% of total "A" & "C" sample:

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents.	1461 (100%)	433 (100%)	426 (100%)	586 (100%)
	%	%	%	%
VICEROY	18	18	18	18
PALL MALL	17	21	18	13
L & M	16	16	15	17
WINSTON	12	13	10	13
CHESTERFIELD	9	10	12	7
LUCKY STRIKE	6	6	8	6
MARLBORO	6	6	6	6
HERBERT TAREYTON	4	4	4	4
PHILIP MORRIS	3	4	4	2
CAMEL	3	4	1	4
PARLIAMENT	2	3	2	2
KENT	2	3	2	1
OLD GOLD	1	1	2	1
VOGUE	1	1	1	1
KOOL	1	1	1	1
CAVALIER	1	1	-	1
NONE	*	-	*	1
DON'T KNOW OR NO ANSWER	8	7	6	10

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753070

INTERVIEWS IN NEGRO COLLEGES

227

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (stenographer) would be most apt to smoke?

Asked of all cigarette smokers--
57% of total Negro "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	227 (100%)	118 (100%)	109 (100%)
	%	%	%
VICEROY	22	23	20
WINSTON	13	8	17
PHILIP MORRIS	11	14	8
MARLBORO	10	8	11
PALL MALL	9	9	9
HERBERT TAREYTON	6	4	8
L & M	5	6	5
KOOL	4	5	4
KENT	4	3	4
CHESTERFIELD	3	3	3
PARLIAMENT	3	3	3
LUCKY STRIKE	2	3	1
CAMEL	1	3	-
CAVALIER	1	1	1
VOGUE	1	-	2
OLD GOLD	*	-	1
NONE	*	-	1
DON'T KNOW OR NO ANSWER	8	8	8

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753071

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (star athlete) would be most apt to smoke?

Asked of all cigarette smokers--
47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1434 (100%)	1008 (100%)	426 (100%)
	%	%	%
LUCKY STRIKE	19	20	16
CHESTERFIELD	12	11	15
CAMEL	10	10	9
VICEROY	3	4	3
PALL MALL	3	3	4
L & M	3	3	4
WINSTON	3	3	2
MARLBORO	2	2	2
KENT	2	1	2
PHILIP MORRIS	1	2	1
---KOOL---	1	1	1
OLD GOLD	1	1	1
HERBERT TAREYTON	*	*	1
PARLIAMENT	*	*	*
CAVALIER	*	*	-
VOGUE	*	*	-
NONE	34	35	32
DON'T KNOW OR NO ANSWER	8	8	8

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753072

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (star athlete) would be most apt to smoke?

Asked of all cigarette smokers--
47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	1434 (100%)	449 (100%)	430 (100%)	541 (100%)
	%	%	%	%
LUCKY STRIKE	19	23	15	18
CHESTERFIELD	12	12	12	12
CAMEL	10	12	8	9
VICEROY	3	3	4	4
PALL MALL	3	2	5	3
L & M	3	3	3	3
WINSTON	3	2	5	2
MARLBORO	2	2	1	2
KENT	2	1	1	2
PHILIP MORRIS	1	2	1	1
KOOL	1	2	1	1
OLD GOLD	1	1	*	1
HERBERT TAREYTON	*	-	*	1
PARLIAMENT	*	*	*	-
CAVALIER	*	-	-	*
VOGUE	*	-	-	*
NONE	34	33	37	33
DON'T KNOW OR NO ANSWER	8	8	8	9

1001753073

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of
to guess, which of these brands would you say a

Asked of all cigarette smokers--

	Total cigarette smokers "B" & "C" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1434 (100%)	45** (100%)	105 (100%)	64** (100%)	201 (100%)
	%	%	%	%	%
LUCKY STRIKE	19	13	26	13	13
CHESTERFIELD	12	18	11	9	18
CAMEL	10	11	4	20	16
VICEROY	3	-	2	-	1
PALL MALL	3	-	3	-	*
L & M	3	4	1	6	2
WINSTON	3	4	2	-	2
MARLBORO	2	-	4	3	3
KENT	2	-	2	2	*
PHILIP MORRIS	1	16	2	-	-
KOOL	1	-	1	3	1
OLD GOLD	1	-	3	-	-
HERBERT TAREYTON	*	-	-	-	-
PARLIAMENT	*	-	-	-	1
CAVALIER	*	-	-	-	-
VOGUE	*	-	2	-	-
NONE	34	38	35	36	37
DON'T KNOW OR NO ANSWER	8	13	5	8	8

1001753074

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

cigarettes. (Card shown respondent) If you had
(star athlete) would be most apt to smoke?

47% of total "B" & "C" sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
105 (100%)	223 (100%)	304 (100%)	145 (100%)	142 (100%)	42** (100%)	44** (100%)
%	%	%	%	%	%	%
12	29	19	17	15	12	23
16	7	11	13	8	12	13
10	9	5	14	11	5	2
2	4	4	8	-	14	11
5	4	7	1	2	-	5
7	3	3	2	4	-	-
-	2	6	2	4	-	-
1	1	1	1	1	-	5
7	2	2	1	-	-	-
-	3	-	-	1	2	7
2	2	1	-	1	2	-
-	1	1	-	-	5	-
1	-	*	-	1	-	7
-	-	*	-	-	-	-
-	-	-	-	1	-	-
-	-	-	-	-	-	-
27	33	35	32	40	38	22
10	8	7	10	11	10	5

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753075

INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (star athlete) would be most apt to smoke?

Asked of all cigarette smokers--
53% of total Negro "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	209 (100%)	129 (100%)	80** (100%)
	%	%	%
PHILIP MORRIS	15	16	14
VICEROY	14	14	15
WINSTON	8	11	4
LUCKY STRIKE	8	9	6
PALL MALL	8	9	6
CHESTERFIELD	6	6	6
KOOL	6	3	10
CAMEL	5	5	4
MARLBORO	2	2	3
L & M	2	3	1
KENT	2	3	1
PARLIAMENT	1	1	3
HERBERT TAREYTON	1	2	-
CAVALIER	*	1	-
OLD GOLD	*	-	1
VOGUE	-	-	-
NONE	19	18	21
DON'T KNOW OR NO ANSWER	5	4	8

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753076

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say (someone who spends whole time studying) would be most apt to smoke?

Asked of all cigarette smokers--
47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1434 (100%)	1008 (100%)	426 (100%)
	%	%	%
PALL MALL	11	12	8
LUCKY STRIKE	10	10	10
CHESTERFIELD	9	9	11
VICEROY	9	9	10
WINSTON	7	7	6
L & M	6	7	5
CAMEL	6	6	5
MARLBORO	4	4	4
HERBERT TAREYTON	4	5	4
KOOL	3	3	4
PHILIP MORRIS	3	3	3
KENT	3	3	3
OLD GOLD	2	2	3
CAVALIER	2	2	1
PARLIAMENT	2	2	*
VOGUE	1	2	-
NONE	6	5	8
DON'T KNOW OR NO ANSWER	19	19	18

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753077

31. Now here is a list of several different brands of
which of these brands would you say (someone who

Asked of all cigarette smokers--

	Total cigarette smokers "B" & "C" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1434 (100%)	45** (100%)	105 (100%)	64** (100%)	201 (100%)
	%	%	%	%	%
PALL MALL	11	-	10	17	8
LUCKY STRIKE	10	4	9	8	7
CHESTERFIELD	9	9	13	8	17
VICEROY	9	4	10	3	10
WINSTON	7	4	2	3	5
L & M	6	13	3	8	5
CAMEL	6	7	2	19	7
MARLBORO	4	9	12	-	4
HERBERT TAREYTON	4	4	4	-	5
KOOL	3	7	9	3	3
PHILIP MORRIS	3	7	2	2	6
KENT	3	4	4	2	3
OLD GOLD	2	-	4	3	2
CAVALIER	2	-	2	3	*
PARLIAMENT	2	4	-	3	3
VOGUE	1	-	2	3	2
NONE	6	18	5	11	4
DON'T KNOW OR NO ANSWER	19	13	15	17	16

1001753078

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

cigarettes. (Card shown respondent) If you had to guess,
spends whole time studying would be most apt to smoke?

47% of total "B" & "C" sample

respondents whose present regular brand is:

<u>L. & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
105 (100%)	223 (100%)	304 (100%)	145 (100%)	142 (100%)	42** (100%)	44** (100%)
%	%	%	%	%	%	%
10	11	20	4	4	12	5
10	20	8	7	13	5	11
9	5	7	10	6	14	9
4	5	7	21	11	19	2
9	4	8	6	15	7	9
14	7	9	3	1	-	7
5	7	2	6	11	5	2
-	3	3	1	1	5	5
5	2	4	6	6	14	5
3	4	2	2	2	-	2
1	4	3	3	1	-	2
-	4	4	3	-	-	9
3	2	3	3	3	-	-
3	3	2	-	1	-	2
-	2	2	-	-	5	2
-	2	1	-	1	-	5
6	4	5	8	5	12	5
25	24	17	18	21	21	18

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753079

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say (someone who spends whole time studying) would be most apt to smoke?

Asked of all cigarette smokers--
47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	1434 (100%)	449 (100%)	430 (100%)	541 (100%)
	%	%	%	%
PAIL MALL	11	10	17	6
LUCKY STRIKE	10	12	8	10
CHESTERFIELD	9	9	10	9
VICEROY	9	7	8	11
WINSTON	7	4	8	8
L & M	6	7	8	5
CAMEL	6	8	4	6
MARLBORO	4	3	4	4
HERBERT TAREYTON	4	3	4	5
KOOL	3	4	2	4
PHILIP MORRIS	3	5	3	2
KENT	3	3	4	2
OLD GOLD	2	2	2	3
CAVALIER	2	2	1	1
PARLIAMENT	2	3	2	*
VOGUE	1	2	2	1
NONE	6	7	5	6
DON'T KNOW OR NO ANSWER	19	19	18	20

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say (someone who spends whole time studying) would be most apt to smoke?

Asked of all cigarette smokers--
53% of Negro "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	209 (100%)	129 (100%)	80** (100%)
	%	%	%
PHILIP MORRIS	14	16	10
PALL MALL	13	10	18
CAMEL	12	12	11
VICEROY	10	9	10
WINSTON	7	7	8
LUCKY STRIKE	6	7	5
CHESTERFIELD	6	7	5
KOOL	5	5	4
L & M	4	3	6
OLD GOLD	3	4	1
HERBERT TAREYTON	2	1	5
MARLBORO	2	2	3
CAVALIER	1	2	-
KENT	1	1	1
PARLIAMENT	1	-	3
VOGUE	*	1	-
NONE	4	3	5
DON'T KNOW OR NO ANSWER	14	16	10

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes.
 (Card shown respondent) If you had to guess, which of these
 brands would you say a (young married woman a couple of
years out of college) would be most apt to smoke?

Asked of all cigarette smokers--
 47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1434 (100%)	1008 (100%)	426 (100%)
	%	%	%
PALL MALL	21	21	20
VICEROY	18	18	18
L & M	12	13	11
WINSTON	11	12	11
HERBERT TAREYTON	8	10	4
MARLBORO	7	7	7
CHESTERFIELD	7	6	8
PARLIAMENT	4	5	3
LUCKY STRIKE	2	3	2
PHILIP MORRIS	2	2	2
KENT	2	2	1
VOGUE	1	1	1
CAVALIER	1	1	1
CAMEL	1	1	1
KOOL	*	*	*
OLD GOLD	*	*	*
NONE	1	1	2
DON'T KNOW OR NO ANSWER	10	10	11

*Less than .5 per cent

Note: Percentages add to more than 100% because
 some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753082

31. Now here is a list of several different brands of cigarettes.
 (Card shown respondent) If you had to guess, which of these
 brands would you say a (young married woman a couple of
years out of college) would be most apt to smoke?

Asked of all cigarette smokers--
 47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who now smoke:		
		Regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	1434 (100%)	449 (100%)	430 (100%)	541 (100%)
	%	%	%	%
PALL MALL	21	22	24	17
VICEROY	18	20	16	18
L. & M	12	11	12	14
WINSTON	11	10	11	13
HERBERT TAREYTON	8	11	7	7
MARLBORO	7	8	5	7
CHESTERFIELD	7	7	8	5
PARLIAMENT	4	4	4	5
LUCKY STRIKE	2	3	3	1
PHILIP MORRIS	2	2	3	1
KENT	2	2	1	2
VOGUE	1	1	2	1
CAVALIER	1	1	1	1
CAMEL	1	1	*	1
KOOL	*	*	-	1
OLD GOLD	*	*	1	-
NONE	1	1	-	2
DON'T KNOW OR NO ANSWER	10	10	9	11

*Less than .5 per cent

Note: Percentages add to more than 100% because
 some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753083

31. Now here is a list of several different brands of cigarettes.
these brands would you say a (young married woman a couple

Asked of all cigarette smokers--

	Total cigarette smokers "B" & "C" sample	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1434 (100%)	45** (100%)	105 (100%)	64** (100%)	201 (100%)
	%	%	%	%	%
PALL MALL	21	18	13	23	17
VICEROY	18	20	18	16	14
L & M	12	4	13	11	13
WINSTON	11	18	8	9	8
HERBERT TAREYTON	8	9	15	8	7
MARLBORO	7	13	18	3	5
CHESTERFIELD	7	7	7	14	15
PARLIAMENT	4	-	9	6	7
LUCKY STRIKE	2	-	4	-	3
PHILIP MORRIS	2	13	1	3	5
KENT	2	-	2	3	3
VOGUE	1	4	1	2	3
CAVALIER	1	4	2	-	*
CAMEL	1	-	-	3	1
KOOL	*	-	-	-	-
OLD GOLD	*	-	-	-	-
NONE	1	-	-	-	-
DON'T KNOW OR NO ANSWER	10	7	4	17	6

1001753084

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

(Card shown respondent) If you had to guess, which of
of years out of college) would be most apt to smoke?

47% of total "B" & "C" sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other</u> <u>non-filter</u> <u>(R & K)</u>	<u>Other</u> <u>filter</u> <u>(R & K)</u>
105 (100%)	223 (100%)	304 (100%)	145 (100%)	142 (100%)	42** (100%)	44** (100%)
%	%	%	%	%	%	%
18	24	27	16	23	22	11
16	22	16	27	11	26	14
27	10	13	10	11	14	7
7	9	13	6	31	5	2
-	12	8	5	3	14	25
3	10	6	8	3	2	2
10	3	5	1	4	5	9
-	2	4	7	6	-	-
-	5	3	-	3	-	-
1	-	1	1	1	-	2
3	3	-	2	1	-	7
-	-	1	-	-	-	7
2	1	1	-	-	-	-
2	*	-	1	2	-	-
-	1	-	1	1	-	-
-	1	1	-	-	-	-
3	1	-	5	-	7	2
12	12	9	11	13	5	14

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753085

INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes.
 (Card shown respondent) If you had to guess, which of these
 brands would you say a (young married woman a couple of
years out of college) would be most apt to smoke?

Asked of all cigarette smokers--
 53% of Negro "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	209 (100%)	129 (100%)	80** (100%)
	%	%	%
VICEROY	37	39	35
WINSTON	12	11	15
PALL MALL	9	9	9
PHILIP MORRIS	9	11	5
MARLBORO	8	9	6
PARLIAMENT	7	9	4
HERBERT TAREYTON	6	5	8
L & M	5	4	8
CHESTERFIELD	5	6	3
VOGUE	2	4	-
KOOL	2	2	3
KENT	1	1	3
CAVALIER	1	2	-
LUCKY STRIKE	1	2	-
OLD GOLD	*	1	-
CAMEL	-	-	-
NONE	3	2	4
DON'T KNOW OR NO ANSWER	6	6	6

*Less than .5 per cent.

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jnkr000>

1001753086

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (Card shown respondent)

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers.	Analyzed by respondents who are:	
		Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
MARLBORO	13	13	15
PARLIAMENT	12	9	19
PALL MALL	12	11	14
LUCKY STRIKE	11	15	4
PHILIP MORRIS	9	11	6
L & M	9	8	11
CHESTERFIELD	6	7	3
WINSTON	5	5	3
VICEROY	4	3	5
HERBERT TAREYTON	3	3	4
VOGUE	3	2	6
KENT	3	3	3
CAVALIER	3	3	1
CAMEL	2	3	1
OLD GOLD	1	2	1
KOOL	1	1	*
DON'T KNOW OR NO ANSWER	5	5	5

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753087

32a. Leaving aside the way they work and just considering their appearance, which one

Asked of all cigarette smokers--

	Total cigarette smokers	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)
	%	%	%	%	%
MARLBORO	13	17	41	12	8
PARLIAMENT	12	12	10	8	11
PALL MALL	12	3	6	2	11
LUCKY STRIKE	11	3	4	16	9
PHILIP MORRIS	9	45	9	12	8
L & M	9	-	6	8	9
CHESTERFIELD	6	4	4	11	22
WINSTON	5	-	1	6	3
VICEROY	4	1	1	5	1
HERBERT TAREYTON	3	3	1	5	3
VOGUE	3	-	5	-	3
KENT	3	6	2	-	3
CAVALIER	3	3	1	8	2
CAMEL	2	3	1	5	1
OLD GOLD	1	-	-	2	2
KOOL	1	-	-	-	-
DON'T KNOW OR NO ANSWER	5	6	8	1	6

1001753088

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

of those brands do you think has the best looking package? (Card shown respondent)

47% of total sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other non-filter</u>		<u>Other</u> <u>filter</u> <u>(R & K)</u>
					<u>Regular</u> <u>size</u>	<u>King</u> <u>size</u>	
193 (100%)	327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** (100%)
%	%	%	%	%	%	%	%
16	6	12	11	14	13	14	7
20	9	10	19	13	5	7	14
7	8	27	8	7	10	4	9
3	32	10	3	8	20	7	9
3	10	9	9	8	5	14	6
26	8	7	9	9	5	14	3
3	1	4	1	4	-	7	6
2	4	2	3	19	5	-	3
1	4	3	15	2	-	-	1
4	3	3	3	5	5	-	15
2	2	3	4	3	13	4	10
7	1	3	1	4	-	-	7
6	4	1	2	*	3	-	1
-	2	2	2	2	10	7	-
-	1	2	2	1	5	-	3
-	1	1	1	*	-	-	-
3	4	2	8	3	18	22	6

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753089

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (Card shown respondent)

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents.	2153 (100%)	502 (100%)	530 (100%)	571 (100%)	550 (100%)
	%	%	%	%	%
MARLBORO	13	13	12	16	11
PARLIAMENT	12	13	11	13	12
PALL MALL	12	8	14	11	13
LUCKY STRIKE	11	14	10	12	9
PHILIP MORRIS	9	8	10	9	10
L & M	9	10	11	7	10
CHESTERFIELD	6	4	5	6	7
WINSTON	5	5	6	5	3
VICEROY	4	3	3	4	4
HERBERT TAREYTON	3	3	2	3	5
VOGUE	3	5	3	2	2
KENT	3	3	3	3	3
CAVALIER	3	2	3	3	2
CAMEL	2	3	2	1	2
OLD GOLD	1	2	1	2	2
KOOL	1	1	1	*	1
DON'T KNOW OR NO ANSWER	5	6	4	5	6

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753090

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (Card shown respondent)

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are:	
		Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
PARLIAMENT	19	18	20
MARLBORO	18	17	20
PHILIP MORRIS	11	14	7
PALL MALL	8	11	3
VOGUE	8	6	10
L & M	7	5	9
WINSTON	5	4	6
LUCKY STRIKE	4	5	3
VICEROY	3	3	4
HERBERT TAREYTON	3	3	3
KENT	3	3	2
CAVALIER	2	2	2
CAMEL	2	3	-
CHESTERFIELD	2	2	1
OLD GOLD	1	1	1
KOOL	1	-	1
DON'T KNOW OR NO ANSWER	6	4	9

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753091

32b. And which has the worst looking package?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are:	
		Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
CAMEL	19	16	26
KOOL	12	12	10
PHILIP MORRIS	11	11	10
OLD GOLD	11	11	12
VICEROY	5	5	4
HERBERT TAREYTON	4	4	4
CAVALIER	3	4	2
L & M	3	4	1
MARLBORO	3	3	2
CHESTERFIELD	3	3	2
LUCKY STRIKE	3	2	4
KENT	3	3	3
WINSTON	2	3	2
PARLIAMENT	2	3	2
VOGUE	2	2	2
PALL MALL	2	2	1
DON'T KNOW OR NO ANSWER	12	12	14

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753092

32b. And which has the worst looking package?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	2153 (100%)	502 (100%)	530 (100%)	571 (100%)	550 (100%)
	%	%	%	%	%
CAMEL	19	21	18	20	17
KOOL	12	12	12	12	11
PHILIP MORRIS	11	13	10	12	9
OLD GOLD	11	9	11	11	14
VICEROY	5	4	5	4	6
HERBERT TAREYTON	4	3	4	6	2
CAVALIER	3	2	4	4	3
L & M	3	3	3	3	3
MARLBORO	3	3	4	3	3
CHESTERFIELD	3	6	2	2	3
LUCKY STRIKE	3	2	3	3	2
KENT	3	3	2	2	4
WINSTON	2	2	3	2	3
PARLIAMENT	2	2	3	2	2
VOGUE	2	3	2	2	2
PALL MALL	2	3	1	1	2
DON'T KNOW OR NO ANSWER	12	11	13	12	14

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753093

32b. And which has the

Asked of all cigarette smokers--

	Total cigarette smokers	Analyzed by Question 6a:			
		Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents.	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)
	%	%	%	%	%
CAMEL	19	22	22	9	19
KOOL	12	14	5	18	13
PHILIP MORRIS	11	-	8	13	14
OLD GOLD	11	9	18	14	8
VICEROY	5	3	6	2	3
HERBERT TAREYTON	4	6	7	2	2
CAVALIER	3	-	6	2	4
L & M	3	1	1	7	3
MARLBORO	3	-	-	1	3
CHESTERFIELD	3	3	6	7	2
LUCKY STRIKE	3	6	-	4	3
KENT	3	-	1	2	3
WINSTON	2	3	3	5	3
PARLIAMENT	2	7	3	1	2
VOGUE	2	-	-	1	3
PALL MALL	2	6	1	2	2
DON'T KNOW OR NO ANSWER	12	23	13	10	15

1001753094

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

worst looking package?

47% of total sample

respondents whose present regular brand is:

<u>L & M</u> <u>(R & K)</u>	<u>Lucky</u> <u>Strike</u>	<u>Pall</u> <u>Mall</u>	<u>Viceroy</u>	<u>Winston</u>	<u>Other non-filter</u>		<u>Other</u> <u>filter</u> <u>(R & K)</u>
					<u>Regular</u> <u>size</u>	<u>King</u> <u>size</u>	
193 (100%)	327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** (100%)
%	%	%	%	%	%	%	%
24	14	17	25	20	17	32	25
7	13	13	9	11	20	4	15
8	15	14	10	9	-	14	8
15	9	11	9	9	20	-	13
4	9	5	2	5	10	7	-
3	3	4	5	5	-	-	-
2	6	2	2	4	5	7	5
1	3	5	2	4	-	-	1
2	3	4	5	5	-	4	1
1	2	3	3	3	8	-	5
4	1	4	1	3	5	7	4
3	2	3	4	4	-	-	1
4	1	4	1	-	5	-	-
2	3	2	-	5	-	-	4
5	2	2	3	2	-	4	3
1	2	*	1	2	-	-	3
14	12	7	19	9	10	21	12

.5 per cent

100 cases are often unreliable.

some respondents gave more than one answer.

1001753095

INTERVIEWS IN NEGRO COLLEGES

32b. And which has the worst looking package?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are:	
		Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
CAMEL	19	15	25
OLD GOLD	17	19	16
CHESTERFIELD	7	5	9
KOOL	7	7	6
HERBERT TAREYTON	4	5	4
CAVALIER	4	5	2
PHILIP MORRIS	4	4	3
LUCKY STRIKE	3	3	3
MARLBORO	3	4	1
KENT	3	3	2
L & M	2	3	1
WINSTON	1	2	1
VICEROY	1	2	1
PALL MALL	1	2	1
PARLIAMENT	1	1	1
VOGUE	-	-	-
DON'T KNOW OR NO ANSWER	23	22	24

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753096

33a. Now suppose your brand was available in 3 different kinds of packages at the same price--a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Asked of all cigarette smokers--
47% of total sample

	<u>Total cigarette smokers</u>	<u>Analyzed by respondents who are:</u>	
		<u>Male</u>	<u>Female</u>
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
MARLBORO KIND	44	44	45
PARLIAMENT KIND	12	9	18
EITHER KIND OF HARD PACKAGE (volunteered)	5	4	6
SOFT PACKAGE	34	38	25
DON'T KNOW OR NO ANSWER	5	5	6

1001753097

33a. Now suppose your brand was available in 3 different kinds of packages at the same price--a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	2153 (100%)	502 (100%)	530 (100%)	571 (100%)	550 (100%)
	%	%	%	%	%
MARLBORO KIND	44	43	46	47	42
PARLIAMENT KIND	12	14	9	13	10
EITHER KIND OF HARD PACKAGE (volunteered)	5	6	3	3	7
SOFT PACKAGE	34	31	37	33	36
DON'T KNOW OR NO ANSWER	5	6	5	4	5

1001753098

33a. Now suppose your brand was available in 3 different kinds of packages at the same price--a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke:				
		Filter tip cigarettes:			Regular	King
		Marl- boro	Parlia- ment	Other	size cigarettes	size cigarettes
Number of respondents	2153 (100%)	155 (100%)	7** (100%)	687 (100%)	658 (100%)	624 (100%)
	%	%	%	%	%	%
MARLBORO KIND	44	83	29	41	39	45
PARLIAMENT KIND	12	9	29	16	9	11
EITHER KIND OF HARD PACKAGE (volunteered)	5	3	42	4	5	4
SOFT PACKAGE	34	3	-	33	41	36
DON'T KNOW OR NO ANSWER	5	2	-	6	6	4

**Percentages based on less than 100 cases are often unreliable.

1001753039

INTERVIEWS IN NEGRO COLLEGES

33a. Now suppose your brand was available in 3 different kinds of packages at the same price--a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are:	
		Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
MARLBORO KIND	34	34	36
PARLIAMENT KIND	21	19	22
EITHER KIND OF HARD PACKAGE (volunteered)	2	3	1
SOFT PACKAGE	32	38	23
DON'T KNOW OR NO ANSWER	11	6	18

1001753100

33b. Why would you prefer the Marlboro kind
of box to the Parliament kind of box?

Answers of respondents who
prefer the Marlboro box--
45% of cigarette smokers

	<u>Total</u>
Number of respondents	959 (100%)
	%
CONVENIENCE, SIZE	87
Fits better in pocket or purse	41
Easier to open, close; easier to get at cigarettes; prefer flip-top opening to slide box opening	31
More compact, smaller, not as wide or bulky	15
Easier, more convenient to carry (no further information)	6
Easier, more convenient to handle (no further information)	2
Convenient, more convenient (no further information)	1
Smaller box holds cigarettes in place when fewer	*
Other (convenience, size)	2
DURABILITY, EFFECTIVENESS	17
Box doesn't crush; cigarettes don't get crushed	12
Keeps loose tobacco out of purse or pocket	4
Keeps cigarettes fresher; cigarettes don't dry out	1
Marlboro box is enough to prevent crushing;	
Parliament box too big, breaks easily	1
Other (durability, effectiveness)	1
MORE ATTRACTIVE	1
UNFAMILIAR WITH PARLIAMENT BOX	1
ALL OTHER	3
DON'T KNOW OR NO ANSWER	4

1001753101

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more
than group totals because some respondents gave more than one answer.

INTERVIEWS IN NEGRO COLLEGES

33b. Why would you prefer the Marlboro kind
of box to the Parliament kind of box?

Answers of respondents who
prefer the Marlboro box--
34% of Negro cigarette smokers

	<u>Total</u>
Number of respondents	110 (100%)
	%
CONVENIENCE, SIZE	76
More compact, smaller, not as wide or bulky	21
Easier to open, close; easier to get at cigarettes; prefer flip-top opening to slide box opening	20
Easier, more convenient to handle (no further information)	16
Fits better in pocket or purse	12
Easier, more convenient to carry (no further information)	5
Convenient, more convenient (no further information)	3
Smaller box holds cigarettes in place when fewer	1
Other (convenience, size)	2
DURABILITY, EFFECTIVENESS	13
Box doesn't crush; cigarettes don't get crushed	5
Keeps loose tobacco out of purse or pocket	4
Keeps cigarettes fresher; cigarettes don't dry out	3
Marlboro box is enough to prevent crushing; Parliament box too big, breaks easily	2
Other (durability, effectiveness)	2
MORE ATTRACTIVE	7
ALL OTHER	5
DON'T KNOW OR NO ANSWER	8

Note: Group totals add to more than 100%, and sub-totals may add to more
than group totals because some respondents gave more than one answer.

1001753102

33b. Why would you prefer the Parliament kind of box to the Marlboro kind of box?

Answers of respondents who
prefer the Parliament box--
12% of cigarette smokers

	<u>Total</u>
Number of respondents	252 (100%)
	%
CONVENIENCE, SIZE	<u>61</u>
Flatter and fits better in pocket or purse	30
Easier to open, close; prefer slide box opening to flip-top opening; easier to get at cigarettes	19
Flatter, more compact, not as bulky or clumsy	11
Other (convenience, size)	3
APPEARANCE	<u>31</u>
More distinctive, dignified looking	17
More attractive	12
Other (appearance)	2
DURABILITY, EFFECTIVENESS	<u>25</u>
Box doesn't crush; cigarettes don't get crushed	14
Sturdier, better box	9
Other (durability, effectiveness)	4
ALL OTHER	<u>2</u>
DON'T KNOW	<u>6</u>
NO ANSWER	<u>5</u>

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753103

INTERVIEWS IN NEGRO COLLEGES

33b. Why would you prefer the Parliament kind of box to the Marlboro kind of box?

Answers of respondents who
prefer the Parliament box--
21% of Negro cigarette smokers.

	<u>Total</u>
Number of respondents	66** (100%)
	%
APPEARANCE	<u>41</u>
More distinctive, dignified looking	18
More attractive	12
Other (appearance)	11
CONVENIENCE, SIZE	<u>36</u>
Flatter and fits better in pocket or purse	14
Easier to open, close; prefer slide box to flip-top opening; easier to get at cigarettes	9
Flatter, more compact, not as bulky or clumsy	9
Other (convenience, size)	6
DURABILITY, EFFECTIVENESS	<u>20</u>
Box doesn't crush; cigarettes don't get crushed	14
Sturdier, better box	5
Other (durability, effectiveness)	3
ALL OTHER	<u>6</u>
DON'T KNOW	<u>5</u>
NO ANSWER	<u>1</u>

1001753104

**Percentages based on less than 100 cases are often unreliable.
Note: Group totals add to more than 100%, and sub-totals may add to more
than group totals because some respondents gave more than one answer.

33c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

Asked of cigarette smokers who prefer a hard box to a soft package--
61% of cigarette smokers

Analyzed by Question 33a: respondents who, if their present brand were available in different kinds of packages, would buy them in:

	Total asked this question	The Marlboro kind of hard box	The Parliament kind of hard box	Either
Number of respondents	1309 (100%)	959 (100%)	252 (100%)	98** (100%)
	%	%	%	%
DURABILITY, EFFECTIVENESS	<u>96</u>	<u>96</u>	<u>94</u>	<u>99</u>
Box doesn't crush; cigarettes don't get crushed	82	83	82	79
Keeps loose tobacco out of purse or pocket	16	16	16	16
Protects cigarettes; keeps cigarettes better (no further information)	8	8	6	6
Keeps cigarettes fresher; cigarettes don't dry out	4	4	3	9
Other (durability, effectiveness)	2	2	3	2
CONVENIENCE	<u>7</u>	<u>8</u>	<u>5</u>	<u>2</u>
Easy to open; easy to get cigarettes out	<u>3</u>	<u>4</u>	<u>2</u>	<u>2</u>
Can be closed completely	1	1	*	-
Other (convenience)	3	3	3	-
ALL OTHER	<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>
DON'T KNOW OR NO ANSWER	<u>2</u>	<u>2</u>	<u>3</u>	-

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

INTERVIEWS IN NEGRO COLLEGES

33c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

Asked of cigarette smokers who prefer a hard box to a soft package--
57% of Negro cigarette smokers

Analyzed by Question 33a: respondents who, if their present brand were available in different kinds of packages, would buy them in:

	Total asked this question	The Marlboro kind of hard box	The Parliament kind of hard box	Either
Number of respondents	183 (100%)	110 (100%)	66** (100%)	7** (100%)
	%	%	%	%
DURABILITY, EFFECTIVENESS	91	93	89	72
Box doesn't crush; cigarettes don't get crushed	72	71	76	43
Protects cigarettes; keeps cigarettes better (no further information)	12	15	8	-
Keeps cigarettes fresher; cigarettes don't dry out	9	8	8	29
Keeps loose tobacco out of purse or pocket	2	1	3	-
Other (durability, effectiveness)	2	3	2	-
CONVENIENCE	7	6	9	14
Easy to open; easy to get cigarettes out	3	2	5	14
Can be closed completely	1	-	2	-
Other (convenience)	3	4	2	-
ALL OTHER	3	3	3	-
DON'T KNOW OR NO ANSWER	4	4	3	14

1001753106

**Percentages based on less than 100 cases are often unreliable.
Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

33d. Why would you prefer the soft package to the hard ones?

Asked of cigarette smokers who
preferred a soft package to the
Marlboro or the Parliament box--
34% of cigarette smokers

	Total asked this question
Number of respondents:	736 (100%)
	%
CONVENIENCE, SIZE	82
Fits better in pocket, purse, crowded purse; less bulge in pocket	41
Don't have to open it each time; dislike the way the box opens	10
Easier, more convenient to carry (no further information)	10
More comfortable; hard edges of box poke me	9
Less bulky, prefer the size (no further information)	8
Can be folded, made smaller when fewer cigarettes	6
Easier, more convenient to handle; less clumsy	4
Doesn't misshape, tear pockets	2
Other (convenience, size)	4
PREFER USING CIGARETTE CASE; SOFT PACKAGE CAN BE FITTED INTO CIGARETTE CASE	9
JUST USED TO SOFT PACKAGE (NO FURTHER INFORMATION)	6
BOX TOO FANCY, SNOBBISH, EFFEMINATE, FOREIGN LOOKING	2
ALL OTHER	6
DON'T KNOW OR NO ANSWER	3

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753107

INTERVIEWS IN NEGRO COLLEGES

33d. Why would you prefer the soft package to the hard ones?

Asked of cigarette smokers who
preferred a soft package to the
Marlboro or the Parliament box--
32% of Negro cigarette smokers

	<u>Total asked this question</u>
Number of respondents	102 (100%)
	%
CONVENIENCE, SIZE	<u>62</u>
Fits better in pocket, purse, crowded purse; less bulge in pocket	19
Easier, more convenient to handle; less clumsy	14
Less bulky, prefer the size (no further information)	11
Easier, more convenient to carry (no further information)	9
Doesn't misshape, tear pockets	5
More comfortable; hard edges of box poke me	4
Don't have to open it each time; dislike the way the box opens	3
Other (convenience, size)	2
JUST USED TO SOFT PACKAGE (NO FURTHER INFORMATION)	<u>14</u>
PREFER USING CIGARETTE CASE; SOFT PACKAGE CAN BE FITTED INTO CIGARETTE CASE	<u>2</u>
ALL OTHER	<u>18</u>
DON'T KNOW	<u>8</u>

1001753108

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?
and

34b. (If "yes") How many did you buy?

Asked of all cigarette smokers--

47% of total white sample

53% of total Negro sample

	Total cigarette smokers interviewed in non-Negro colleges	Total cigarette smokers interviewed in Negro colleges
Number of respondents	2153 (100%)	319 (100%)
	%	%
YES, BOUGHT CIGARETTES YESTERDAY	62	58
By the pack	58	55
1 pack	43	48
2 packs	9	5
3 - 9 packs	2	*
Don't know or no answer	4	2
By the carton	4	3
1 carton	3	3
2 cartons	*	*
3 or more cartons	*	-
Don't know or no answer	1	-
Pack or carton not specified	*	*
NO, DIDN'T BUY	38	41
NO ANSWER	*	1

*Less than .5 per cent

1001753109

34c. Where did you buy them (cigarettes)--here on campus or somewhere else? And at what kind of place?

Asked of all cigarette smokers
who bought cigarettes yesterday--
62% of cigarette smokers

	Total asked this question	Analyzed by Question 34b: respondents who purchased their cigarettes:	
		By the pack	By the carton
Number of respondents	1337 (100%)	1242 (100%)	89** (100%)
	%	%	%
<u>Bought cigarettes yesterday:</u>			
<u>ON CAMPUS</u>	<u>51</u>	<u>53</u>	<u>19</u>
In cafeteria or restaurant	14	14	6
In campus store	12	12	8
From vending machine in store or restaurant	10	11	-
From vending machine elsewhere (dormitory, fraternity, etc.)	11	12	-
Other	5	5	7
 <u>OFF CAMPUS</u>	 <u>49</u>	 <u>47</u>	 <u>79</u>
In cafeteria or restaurant	7	8	-
In grocery or supermarket	9	7	34
In drugstore	17	16	28
At news-cigar stand or store	4	4	8
From vending machine	5	6	-
Other	7	6	9
 NO ANSWER	 <u>1</u>	 <u>1</u>	 <u>4</u>

1001753110

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

34c. Where did you buy them (cigarettes)--here on campus
or somewhere else? And at what kind of place?

Asked of all cigarette smokers
who bought cigarettes yesterday--
58% of Negro cigarette smokers

	Total asked this question	Analyzed by Question 34b: respondents who purchased their cigarettes:	
		By the pack	By the carton
Number of respondents	186 (100%)	177 (100%)	8** (100%)
	%	%	%
<u>Bought cigarettes yesterday:</u>			
ON CAMPUS	44	45	13
In cafeteria or restaurant	2	2	-
In campus store	22	23	13
From vending machine in store or restaurant	11	11	-
From vending machine elsewhere	7	7	-
Other	2	2	-
OFF CAMPUS	54	52	87
In cafeteria or restaurant	4	5	-
In grocery or supermarket	18	16	50
In drugstore	24	25	-
At news-cigar stand or store	2	1	25
From vending machine	3	3	-
Other	3	2	12
NO ANSWER	3	3	-

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753111

34d. Where do you most often buy your cigarettes--here on campus, or somewhere else? And at what kind of place?

Asked of all cigarette smokers who did not buy cigarettes yesterday--
38% of cigarette smokers

	Total asked this question	Analyzed by Question 34e: respondents who usually buy their cigarettes:	
		By the pack	By the carton
Number of respondents	813 (100%)	512 (100%)	263 (100%)
Buy cigarettes:	%	%	%
ON CAMPUS	40	55	14
In cafeteria	7	9	1
In campus store	13	16	9
From vending machine in store or restaurant	9	14	*
From vending machine elsewhere (dormitory, fraternity, etc.)	12	16	4
Other	-	-	-
OFF CAMPUS	59	45	86
In cafeteria or restaurant	3	4	3
In grocery or supermarket	22	8	48
In drugstore	23	23	24
At news-cigar stand or store	3	4	2
From vending machine	2	4	-
Other	6	4	10
NO ANSWER	2	2	2

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753112

34d. Where do you most often buy your cigarettes--here on campus, or somewhere else? And at what kind of place?

Asked of all cigarette smokers who
did not buy cigarettes yesterday--
41% of Negro cigarette smokers

	Total asked this question	Analyzed by Question 34e: respondents who usually buy their cigarettes:	
		By the pack	By the carton
Number of respondents	130 (100%)	99** (100%)	15** (100%)
	%	%	%
<u>Buy cigarettes:</u>			
ON CAMPUS	45	45	13
In cafeteria or restaurant	1	1	-
In campus store	28	26	13
From vending machine in store or restaurant	2	2	-
From vending machine elsewhere (dormitory, fraternity, etc.)	14	15	-
Other	1	1	-
OFF CAMPUS	53	55	74
In cafeteria or restaurant	6	8	-
In grocery or supermarket	18	14	47
In drugstore	22	27	13
At news-cigar stand or store	4	3	13
From vending machine	2	3	-
Other	2	1	7
NO ANSWER	2	-	13

**Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

1001753113

34e. Do you usually buy them by the pack or by the carton?

Asked of all cigarette smokers who
did not buy cigarettes yesterday--

38% of white cigarette smokers

41% of Negro cigarette smokers

	Total asked this question in non-Negro colleges	Total asked this question in Negro colleges
Number of respondents	813 (100%)	130 (100%)
	%	%
BY THE PACK	63	76
BY THE CARTON	32	12
NO ANSWER	5	12

1001753114

35a. Do you now ever smoke a pipe (as much as once a week)?

and

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--
67% of total sample

	Total asked this question	Analyzed by respondents who attend a:	
		Men's College	Co-ed college
Number of respondents	3072 (100%)	738 (100%)	2334 (100%)
	%	%	%
YES	<u>22</u>	<u>30</u>	<u>19</u>
Kentucky Club	2	1	2
Edgeworth	1	2	1
Prince Albert	1	1	1
Half & Half	1	2	1
Holiday	1	1	1
Revelation	1	2	1
Old Briar	1	2	*
Bond Street	1	-	1
Sir Walter Raleigh	1	1	1
Velvet	*	1	*
Model	*	*	*
Briggs	*	-	*
George Washington	*	-	*
Granger	*	-	*
Other	12	17	10
Don't know or no answer	1	1	1
NO	<u>76</u>	<u>69</u>	<u>78</u>
NO ANSWER	<u>2</u>	<u>1</u>	<u>3</u>

*Less than .5 per cent

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

35a. Do you now ever smoke a pipe (as much as once a week)?
and

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--
67% of total sample

	Total asked this question	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	3072 (100%)	778 (100%)	752 (100%)	772 (100%)	770 (100%)
	%	%	%	%	%
YES	<u>22</u>	<u>21</u>	<u>21</u>	<u>23</u>	<u>23</u>
Kentucky Club	2	1	1	2	2
Edgeworth	1	1	2	2	2
Prince Albert	1	1	1	1	2
Half & Half	1	2	1	1	2
Holiday	1	1	1	1	1
Revelation	1	1	1	1	1
Old Briar	1	1	1	1	*
Bond Street	1	1	1	1	1
Sir Walter Raleigh	1	-	1	1	1
Velvet	*	1	-	*	*
Model	*	-	*	1	*
Briggs	*	-	1	-	*
George Washington	*	-	*	-	-
Granger	*	*	-	-	-
Other	12	11	10	12	12
Don't know or no answer	1	2	2	1	1
NO	<u>76</u>	<u>78</u>	<u>76</u>	<u>75</u>	<u>74</u>
NO ANSWER	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>3</u>

*Less than .5 per cent

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

1001753116

35a. Do you now ever smoke a pipe (as much as once a week)?
and

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--
67% of total sample

	Total asked this question	Analyzed by respondents whose college is located in:								Pa- cific
		New Eng- land	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Moun- tain	
Number of respondents	3072 (100%)	240 (100%)	324 (100%)	720 (100%)	574 (100%)	324 (100%)	80** (100%)	196 (100%)	108 (100%)	506 (100%)
	%	%	%	%	%	%	%	%	%	%
YES	22	32	35	20	19	31	10	10	7	19
Kentucky Club	2	2	2	2	2	-	-	2	2	*
Edgeworth	1	1	2	2	1	2	-	-	-	1
Prince Albert	1	3	1	1	3	1	-	-	-	*
Half & Half	1	1	2	*	1	4	-	-	-	*
Holiday	1	3	2	1	1	1	-	1	-	*
Revelation	1	2	2	1	-	2	2	-	-	1
Old Briar	1	1	1	-	1	2	-	-	2	-
Bond Street	1	-	1	1	*	-	-	-	-	2
Sir Walter Raleigh	1	1	1	-	1	1	-	-	-	1
Velvet	*	-	-	1	1	1	-	-	-	-
Model	*	-	-	1	*	1	3	1	-	-
Briggs	*	-	1	-	-	-	-	-	-	*
George Washington	*	-	-	-	-	-	-	-	-	*
Granger	*	-	-	-	-	1	-	-	-	-
Other	12	19	19	11	8	14	5	4	2	13
Don't know or no answer	1	2	4	1	1	1	-	2	2	1
NO	76	68	63	77	79	67	90	85	93	77
NO ANSWER	2	-	2	3	2	2	-	5	-	4

*Less than .5 per cent.

**Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

1001753117

35a. Do you now ever smoke a pipe (as much as once a week)?
and

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--

67% of total sample

	Total asked this question	Analyzed by respondents whose college has a student population of:				
		Over 8,000	4,000 to 8,000	1,000 to 4,000	500 to 1,000	Under 500
Number of respondents	3072 (100%)	1024 (100%)	1166 (100%)	694 (100%)	154 (100%)	34** (100%)
	%	%	%	%	%	%
YES	<u>22</u>	<u>21</u>	<u>23</u>	<u>24</u>	<u>14</u>	<u>12</u>
Kentucky Club	2	2	2	1	1	-
Edgeworth	1	1	2	1	6	-
Prince Albert	1	1	1	1	-	-
Half & Half	1	1	1	2	-	6
Holiday	1	1	1	1	-	-
Revelation	1	1	1	2	-	-
Old Briar	1	*	2	-	-	-
Bond Street	1	1	*	*	1	-
Sir Walter Raleigh	1	1	1	1	-	-
Velvet	*	1	*	1	-	-
Model	*	*	*	1	-	6
Briggs	*	1	-	-	-	-
George Washington	*	-	-	-	1	-
Granger	*	-	-	*	-	-
Other	12	11	12	13	5	-
Don't know or no answer	1	1	1	1	1	-
NO	<u>76</u>	<u>76</u>	<u>76</u>	<u>72</u>	<u>82</u>	<u>88</u>
NO ANSWER	<u>2</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>4</u>	-

1001753118

*Less than .5 per cent.

**Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total

because some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

- 35a. Do you now ever smoke a pipe (as much as once a week)?
and
35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--
50% of Negro sample

	<u>Total asked this question</u>
Number of respondents	298 (100%)
	%
YES	<u>12</u>
Half & Half	3
Model	1
Edgeworth	1
Prince Albert	1
Sir Walter Raleigh	1
Holiday	1
Briggs	1
Bond Street	*
Other	4
Don't know	*
NO	<u>77</u>
NO ANSWER	<u>11</u>

*Less than .5 per cent

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

1001753119

36a. Do you have a college radio station?
and

36b. (If "yes") About how often do you listen to it--almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Asked of all respondents

	Total sample	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	3573 (100%)
	%	%	%	%
YES, HAVE A COLLEGE RADIO STATION	<u>67</u>	<u>85</u>	<u>28</u>	<u>66</u>
Listen almost daily	8	20	1	6
Several times a week	6	12	*	6
Once a week	6	7	1	5
Less often	10	12	5	10
Never	37	34	20	39
No answer	*	-	1	*
NO	<u>33</u>	<u>15</u>	<u>72</u>	<u>34</u>
NO ANSWER	*	-	-	*

*Less than .5 per cent

1001753120

- 36a. Do you have a college radio station?
and
36b. (If "yes") About how often do you listen to it--almost
daily, several times a week, about once a week, less
often than that or do you never listen to it?

Asked of all respondents

Analyzed by respondents whose college is located in:										
	Total sample	New Eng- land	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Moun- tain	Pa- cific
Number of respondents	4587 (100%)	362 (100%)	486 (100%)	1103 (100%)	858 (100%)	485 (100%)	120 (100%)	294 (100%)	164 (100%)	715 (100%)
	%	%	%	%	%	%	%	%	%	%
YES, HAVE A COLLEGE RADIO STATION	<u>67</u>	<u>82</u>	<u>93</u>	<u>82</u>	<u>65</u>	<u>53</u>	<u>37</u>	<u>77</u>	<u>1</u>	<u>47</u>
Listen almost daily	8	16	12	12	2	12	2	8	-	2
Several times a week	6	12	7	6	6	13	2	6	-	1
Once a week	6	10	5	8	7	3	1	6	-	1
Less often	10	15	11	13	11	6	6	8	-	9
Never	37	29	58	43	39	19	26	49	-	33
No answer	*	*	-	*	*	*	-	-	1	1
NO	<u>33</u>	<u>18</u>	<u>7</u>	<u>18</u>	<u>34</u>	<u>47</u>	<u>63</u>	<u>23</u>	<u>99</u>	<u>53</u>
NO ANSWER	*	-	-	*	<u>1</u>	-	-	-	-	*

*Less than .5 per cent

1001753121

INTERVIEWS IN NEGRO COLLEGES

36a. Do you have a college radio station?
and

36b.*(If "yes") About how often do you listen to it--almost
daily, several times a week, about once a week, less
often than that or do you never listen to it?

and

36c. Do they have any cigarette advertising in it?

Asked of all respondents.

	<u>Total Negro sample</u>
Number of respondents	599 (100%)
	%
YES, HAVE A COLLEGE RADIO STATION	1
NO	98
NO ANSWER	1

1001753122

*Answers to Questions 36b and 36c in the Negro sample are not
shown because only 3 respondents answered yes in Question 36a.

36c. Do they have any cigarette advertising on it?

Asked of respondents who listen
to their college radio station--
29% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	1353 (100%)	376 (100%)	19** (100%)	958 (100%)
	%	%	%	%
YES	37	78	52	21
NO	28	4	5	38
DON'T KNOW	31	14	32	37
NO ANSWER	4	4	11	4

**Percentages based on less than 100 cases are often unreliable.

1001753123

36c. Do they have any cigarette advertising on it?

Asked of respondents who listen
to their college radio station--
29% of total sample

	Total asked this question	Analyzed by respondents whose college is located in:							
		New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Pacific
Number of respondents	1353 (100%)	192 (100%)	168 (100%)	425 (100%)	221 (100%)	163 (100%)	13** (100%)	81** (100%)	90** (100%)
	%	%	%	%	%	%	%	%	%
YES	37	80	32	33	22	38	-	23	28
NO	28	2	25	39	24	45	15	21	22
DON'T KNOW	31	17	35	25	44	15	85	52	49
NO ANSWER	4	1	8	3	10	2	-	4	11

**Percentages based on less than 100 cases are often unreliable.

1001753124

37a. Do you read your college newspaper regularly,
only occasionally, or practically never?

Asked of all respondents

	Total sample	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	3573 (100%)
	%	%	%	%
REGULARLY	82	85	86	81
ONLY OCCASIONALLY	15	13	13	16
PRACTICALLY NEVER	3	2	1	3
NO ANSWER	*	*	-	*

*Less than .5 per cent

1001753125

37a. Do you read your college newspaper regularly,
only occasionally, or practically never?

Asked of all respondents

Analyzed by respondents whose college is located in:										
	Total sample	New Eng- land	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Moun- tain	Pa- cific
Number of respondents	4587 (100%)	362 (100%)	486 (100%)	1103 (100%)	858 (100%)	485 (100%)	120 (100%)	294 (100%)	164 (100%)	715 (100%)
	%	%	%	%	%	%	%	%	%	%
REGULARLY	82	83	76	80	88	87	69	81	83	81
ONLY OCCASIONALLY	15	14	22	15	11	12	23	18	17	16
PRACTICALLY NEVER	3	3	2	5	1	1	8	1	-	3
NO ANSWER	*	-	-	*	*	-	-	-	-	-

*Less than .5 per cent

1001753126

INTERVIEWS IN NEGRO COLLEGES

37a. Do you read your college newspaper regularly,
only occasionally, or practically never?

Asked of all respondents

	<u>Total Negro sample</u>
Number of respondents	599 (100%)
	%
REGULARLY	71
ONLY OCCASIONALLY	20
PRACTICALLY NEVER	8
NO ANSWER	1

1001753127

37b. Do they have any cigarette advertising in it?

Asked of respondents who read
their college newspaper--
97% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed. college
Number of respondents	4461 (100%)	720 (100%)	273 (100%)	3468 (100%)
	%	%	%	%
YES THEY HAVE CIGARETTE ADVERTISING	87	96	60	87
NO THEY DO NOT HAVE CIGARETTE ADVERTISING	8	1	34	8
DON'T KNOW OR NO ANSWER	5	3	6	5

1001753128

37b. Do they have any cigarette advertising in it?

Asked of respondents who read
their college newspaper--
97% of total sample

	Total asked this question	Analyzed by respondents whose college newspaper:	
		Carries the Max Shulman column	Does not carry the Max Shulman column
Number of respondents	4461 (100%)	2927 (100%)	1534 (100%)
	%	%	%
YES, THEY HAVE CIGARETTE ADVERTISING	87	94	74
NO, THEY DO NOT HAVE CIGARETTE ADVERTISING	8	1	23
DON'T KNOW OR NO ANSWER	5	5	3

1001753129

37b. Do they have any cigarette advertising in it?

Asked of respondents who read
their college newspaper--
97% of total sample

	Total asked this question	Analyzed by respondents whose college newspaper:	
		Carries Marlboro advertising	Does not carry Marlboro advertising
Number of respondents	4461 (100%)	3057 (100%)	1404 (100%)
	%	%	%
YES, THEY HAVE CIGARETTE ADVERTISING	87	94	71
NO, THEY DO NOT HAVE CIGARETTE ADVERTISING	8	1	25
DON'T KNOW OR NO ANSWER	5	5	4

1001753130

37b. Do they have any cigarette advertising in it?

Asked of respondents who read
their college newspaper--
97% of total sample

Number of respondents	Total asked this question	Analyzed by respondents whose college is located in:								
		New Eng- land	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Moun- tain	Pa- cific
	4461 (100%)	351 (100%)	474 (100%)	1048 (100%)	848 (100%)	481 (100%)	111 (100%)	291 (100%)	164 (100%)	693 (100%)
	%	%	%	%	%	%	%	%	%	%
YES THEY HAVE CIGARETTE ADVERTISING	87	90	90	94	91	64	97	93	94	78
NO THEY DO NOT HAVE CIGARETTE ADVERTISING	8	6	5	2	5	33	-	1	1	15
DON'T KNOW OR NO ANSWER	5	4	5	4	4	3	3	6	5	7

1001753131

INTERVIEWS IN NEGRO COLLEGES

37b. Do they have any cigarette advertising in it?

Asked of respondents who read
their college newspaper--
91% of Negro sample

	<u>Total asked this question</u>
Number of respondents:	545 (100%)
	%
YES THEY HAVE CIGARETTE ADVERTISING	58
NO THEY DO NOT HAVE CIGARETTE ADVERTISING	29
DON'T KNOW OR NO ANSWER	13

1001753132

37c. Do they carry a column by Max Shulman in it?

Asked of respondents who read
their college newspaper--
97% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	4461 (100%)	720 (100%)	273 (100%)	3468 (100%)
	%	%	%	%
YES, CARRY A COLUMN BY MAX SHULMAN	53	44	15	58
NO, DO NOT CARRY A COLUMN BY MAX SHULMAN	23	33	67	18
DON'T KNOW OR NO ANSWER	24	23	18	24

1001753133

37c. Do they carry a column by Max Shulman in it?

Asked of respondents who read
their college newspaper--
97% of total sample

	Total asked this question	Analyzed by respondents whose college newspaper:	
		Carries the Max Shulman column	Does not carry the Max Shulman column
Number of respondents.	4461 (100%)	2927 (100%)	1534 (100%)
	%	%	%
YES, CARRY A COLUMN BY MAX SHULMAN	53	75	11
NO, DO NOT CARRY A COLUMN BY MAX SHULMAN	23	3	62
DON'T KNOW OR NO ANSWER	24	22	27

1001753134

37c. Do they carry a column by Max Shulman in it?

Asked of respondents who read
their college newspaper--
91% of Negro sample

	<u>Total asked this question</u>
Number of respondents	545 (100%)
	%
YES, CARRY A COLUMN BY MAX SHULMAN	21
NO, DO NOT CARRY A COLUMN BY MAX SHULMAN	46
DON'T KNOW OR NO ANSWER	33

1001753135

37d. How do you feel about the column--do you like it, dislike it, or feel sort of so-so about it?

Asked of respondents who say their college newspaper carries a column by Max Shulman--52% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	2374 (100%)	320 (100%)	40** (100%)	2014 (100%)
	%	%	%	%
LIKE	64	55	62	66
DISLIKE	4	4	5	4
FEEL SO-SO	19	26	27	18
NEVER READ (volunteered)	10	13	3	10
DON'T KNOW OR NO ANSWER	3	2	3	2

1001753136

**Percentages based on less than 100 cases are often unreliable.

37d. How do you feel about the column--do you like it,
dislike it, or feel sort of so-so about it?

Asked of respondents who say their
college newspaper carries a column
by Max Shulman--52% of total sample

Number of respondents	Total asked this question	Analyzed by respondents whose college is located in:								Pa- cific
		New Eng- land	Middle At- lantic	East North Central	West North Central	South At- lantic	East South Central	West South Central	Moun- tain	
	2374 (100%)	216 (100%)	301 (100%)	623 (100%)	403 (100%)	55** (100%)	69** (100%)	184 (100%)	130 (100%)	393 (100%)
	%	%	%	%	%	%	%	%	%	%
LIKE	64	52	60	66	69	60	51	63	70	68
DISLIKE	4	7	5	3	3	-	10	10	2	4
FEEL SO-SO	19	27	17	19	19	25	28	17	11	15
NEVER READ (volunteered)	10	13	14	9	8	11	11	9	11	11
DON'T KNOW OR NO ANSWER	3	1	4	3	1	4	-	1	6	2

**Percentages based on less than 100 cases are often unreliable.

1001753137

INTERVIEWS IN NEGRO COLLEGES

37d. How do you feel about the column--do you like it, dislike it, or feel sort of so-so about it?

Asked of respondents who say their college newspaper carries a column by Max Shulman--19% of Negro sample

	<u>Total asked this question</u>
Number of respondents	114 (100%)
	%
LIKE	64
DISLIKE	2
FEEL SO-SO	21
NEVER READ (volunteered)	9
DON'T KNOW OR NO ANSWER	4

1001753138

37e. Why don't you like it (Max Shulman column)?

Asked of respondents who "dislike" or
 "feel so-so" about Shulman column--
 23% of respondents who say college
 paper carries the column

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	546 (100%)	96** (100%)	13** (100%)	437 (100%)
	%	%	%	%
NOT FUNNY; CORNY; DISLIKE HIS HUMOR	20	29	15	18
HASN'T IMPRESSED, INTERESTED ME VERY MUCH	16	8	31	17
FEEL IT IS SILLY, RIDICULOUS, SENSELESS	15	15	15	16
HARDLY EVER READ IT (NO FURTHER INFORMATION)	9	17	8	7
BECAUSE OF THE ADVERTISING IN IT; TOO MUCH ADVERTISING	7	4	-	8
UNFAIR; DUBIOUS METHOD OF ADVERTISING	5	4	8	5
TOO LONG	5	2	8	6
TOO REPETITIOUS; SAME "LINE" ALL THE TIME	5	13	31	3
LIKE SOME COLUMNS, DISLIKE OTHERS (NO FURTHER INFORMATION)	5	8	8	4
ALL OTHER	8	6	15	9
DON'T KNOW	8	4	-	9
NO ANSWER	6	2	-	7

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
 some respondents gave more than one answer.

1001753139

37e. Why don't you like it (Max Shulman column)?

Asked of respondents who "dislike" or
"feel so-so" about Shulman column--
23% of respondents who say college
paper carries the column

Analyzed by respondents whose college is located in:

	Total asked this question	New England	Middle Atlantic	East North Central	West North Central	South Atlantic, East South Central and West South Central	Mountain and Pacific
Number of respondents	546 (100%)	72** (100%)	67** (100%)	138 (100%)	88** (100%)	89** (100%)	92** (100%)
	%	%	%	%	%	%	%
NOT FUNNY; CORNY; DISLIKE HIS HUMOR	20	35	19	16	23	13	17
HASN'T IMPRESSED, INTERESTED ME VERY MUCH	16	14	16	9	18	16	23
FEEL IT IS SILLY, RIDICULOUS, SENSELESS	15	15	34	16	14	8	10
HARDLY EVER READ IT (NO FURTHER INFORMATION)	9	7	6	9	9	12	8
BECAUSE OF THE ADVERTISING IN IT; TOO MUCH ADVERTISING	7	3	3	7	3	12	13
UNFAIR; DUBIOUS METHOD OF ADVERTISING	5	4	3	8	-	8	7
TOO LONG	5	1	7	5	10	2	4
TOO REPETITIOUS; SAME "LINE" ALL THE TIME	5	21	3	4	-	6	-
LIKE SOME COLUMNS, DISLIKE OTHERS (NO FURTHER INFORMATION)	5	7	4	7	1	3	4
ALL OTHER	8	4	7	11	11	8	7
DON'T KNOW	8	3	7	9	10	10	8
NO ANSWER	6	3	-	4	11	4	10

**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753140

37e. Why don't you like it (Max Shulman column)?

Asked of respondents who "dislike" or
"feel so-so" about Shulman column--

23% of Negro respondents who say
college paper carries the column.

	<u>Total asked this question</u>
Number of respondents.	26** (100%)
	%
HASN'T IMPRESSED, INTERESTED ME VERY MUCH	46
NOT FUNNY; CORNY; DISLIKE HIS HUMOR	12
LIKE SOME COLUMNS, DISLIKE OTHERS (NO FURTHER INFORMATION)	12
UNFAIR; DUBIOUS METHOD OF ADVERTISING	4
BECAUSE OF THE ADVERTISING IN IT; TOO MUCH ADVERTISING	4
ALL OTHER	8
DON'T KNOW	19

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753141

37f. Have you noticed what product Max Shulman promotes?

Asked of respondents who expressed
an opinion about the Shulman column--
87% of respondents who say college
paper carries the column

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	2077 (100%)	272 (100%)	38** (100%)	1767 (100%)
	%	%	%	%
"CIGARETTES" (DIDN'T KNOW BRAND)	5	8	13	5
PHILIP MORRIS	83	79	74	84
OTHER CIGARETTES	6	7	13	5
OTHER PRODUCTS	*	1	-	*
DON'T KNOW OR NO ANSWER	6	5	-	6

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

1001753142

37f. Have you noticed what product Max Shulman promotes?

Asked of respondents who expressed
an opinion about the Shulman column--
87% of respondents who say college
paper carries the column

Number of respondents	Total asked this question	Analyzed by respondents whose college is located in:								
		New Eng- land	Middle At- lantic	East North Central	West North Central	South At- lantic	East South Central	West South Central	Moun- tain	Pa- cific
	2077 (100%)	184 (100%)	248 (100%)	552 (100%)	367 (100%)	47** (100%)	61** (100%)	166 (100%)	108 (100%)	344 (100%)
	%	%	%	%	%	%	%	%	%	%
"CIGARETTES" (DIDN'T KNOW BRAND)	5	10	6	6	2	2	7	3	2	6
PHILIP MORRIS	83	79	88	84	78	76	79	87	90	84
OTHER CIGARETTES	6	7	4	5	8	13	3	5	4	5
OTHER PRODUCTS	*	1	-	-	1	-	-	-	-	-
DON'T KNOW OR NO ANSWER	6	3	2	5	11	9	11	5	4	5

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

1001753143

INTERVIEWS IN NEGRO COLLEGES

37f. Have you noticed what product Max Shulman promotes?

Asked of respondents who expressed
an opinion about the Shulman column--
87% of Negro respondents who say
college paper carries the column

	<u>Total asked this question</u>
Number of respondents	99** (100%)
	%
"CIGARETTES" (DIDN'T KNOW BRAND)	21
PHILIP MORRIS	56
MARLBORO	1
OTHER CIGARETTES	10
DON'T KNOW OR NO ANSWER	12

**Percentages based on less than 100 cases are often unreliable.

1001753144

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

Analyzed by respondents who are:										
Total sample	Male and whose college class is:					Female and whose college class is:				
	Fresh-		Soph-	Junior	Senior	Fresh-		Soph-	Junior	Senior
	Total	man	omore			Total	man	omore		
4587 (100%)	3072 (100%)	778 (100%)	752 (100%)	772 (100%)	770 (100%)	1515 (100%)	383 (100%)	377 (100%)	378 (100%)	377 (100%)
%	%	%	%	%	%	%	%	%	%	%
59	59	58	61	57	58	59	66	59	60	53
20	20	22	20	21	19	19	17	21	18	20
8	8	8	6	8	9	8	8	7	7	8
9	9	9	8	10	8	9	6	8	9	12
4	4	3	5	4	6	5	3	5	6	7
*	*	*	-	-	-	*	-	-	-	*

*Less than .5 per cent

1001753145

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents.

	Total sample	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	3573 (100%)
	%	%	%	%
DAILY	59	50	61	60
SEVERAL TIMES A WEEK	20	26	17	19
ABOUT ONCE A WEEK	8	9	6	8
LESS OFTEN THAN ONCE A WEEK	9	11	10	8
NOT AT ALL	4	4	6	5
NO ANSWER	*	-	-	*

*Less than .5 per cent.

1001753146

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

	<u>Total Negro sample</u>
Number of respondents	599 (100%)
	%
DAILY	66
SEVERAL TIMES A WEEK	15
ABOUT ONCE A WEEK	7
LESS OFTEN THAN ONCE A WEEK	12
NOT AT ALL	*
NO ANSWER	*

*Less than .5 per cent

1001753147

38b. Here is a list of different kinds of programs. Would you look through the list and tell me which one or two kinds of radio programs you like the best?

Asked of respondents who listen
to the radio as often as once
a week--86% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	3966 (100%)	628 (100%)	230 (100%)	3108 (100%)
	%	%	%	%
POPULAR AND DANCE MUSIC	66	63	75	65
CLASSICAL MUSIC	42	46	64	39
NEWS BROADCASTS	34	33	49	33
SPORTS EVENTS	29	39	9	29
WEATHER REPORTS	11	8	22	11
OLD FAMILIAR MUSIC	10	10	17	9
VARIETY PROGRAMS	5	6	4	5
DISCUSSIONS OF PUBLIC ISSUES	5	7	6	4
SERIOUS PLAYS	5	4	7	5
STRAIGHT COMEDY PROGRAMS	4	4	1	4
LIGHT PLAYS	4	3	4	4
RELIGIOUS PROGRAMS	2	1	*	2
QUIZ PROGRAMS	2	1	3	2
DOCUMENTARIES	2	2	*	2
SERIAL DRAMAS	1	2	1	1
NONE	*	-	-	*
DON'T KNOW OR NO ANSWER	*	-	-	*

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753148

38b. Here is a list of different kinds of programs. Would you look through the list and tell me which one or two kinds of radio programs you like the best?

Asked of respondents who listen
to the radio as often as once
a week--86% of total sample

Number of respondents	Total asked this question	Analyzed by respondents who are:									
		Male and whose college class is:					Female and whose college class is:				
		Total	Fresh- man	Soph- omore	Junior	Senior	Total	Fresh- man	Soph- omore	Junior	Senior
	3966 (100%)	2664 (100%)	682 (100%)	660 (100%)	664 (100%)	658 (100%)	1302 (100%)	349 (100%)	327 (100%)	323 (100%)	303 (100%)
	%	%	%	%	%	%	%	%	%	%	%
POPULAR AND DANCE MUSIC	66	63	69	68	63	52	70	77	77	69	56
CLASSICAL MUSIC	42	38	36	35	37	43	49	44	45	48	60
NEWS BROADCASTS	34	35	30	32	35	41	34	24	33	41	39
SPORTS EVENTS	29	39	37	41	42	37	8	8	8	6	9
WEATHER REPORTS	11	10	8	9	10	11	15	12	13	18	17
OLD FAMILIAR MUSIC	10	9	8	8	7	12	12	14	13	10	13
VARIETY PROGRAMS	5	5	6	5	4	5	5	7	5	4	4
DISCUSSIONS OF PUBLIC ISSUES	5	5	5	5	6	5	4	3	4	5	7
SERIOUS PLAYS	5	3	3	3	4	4	7	6	7	6	8
STRAIGHT COMEDY PROGRAMS	4	5	7	6	4	3	2	3	3	1	1
LIGHT PLAYS	4	3	2	3	4	2	5	6	5	5	5
RELIGIOUS PROGRAMS	2	2	2	2	2	2	2	4	2	2	1
QUIZ PROGRAMS	2	2	3	2	1	1	3	4	1	3	2
DOCUMENTARIES	2	2	2	2	2	4	1	*	1	*	1
SERIAL DRAMAS	1	1	1	-	1	1	1	1	1	1	1
NONE	*	*	*	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	*	*	*	-	*	*	*	*	-	*	-

1001753

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753149

INTERVIEWS IN NEGRO COLLEGES

38b. Here is a list of different kinds of programs. Would you look through the list and tell me which one or two kinds of radio programs you like the best?

Asked of respondents who listen
to the radio as often as once
a week--87% of Negro sample

	<u>Total asked this question</u>
Number of respondents	522 (100%)
	%
POPULAR AND DANCE MUSIC	56
NEWS BROADCASTS	35
SPORTS EVENTS	26
CLASSICAL MUSIC	20
VARIETY PROGRAMS	16
WEATHER REPORTS	16
QUIZ PROGRAMS	14
SERIOUS PLAYS	9
DISCUSSIONS OF PUBLIC ISSUES	8
RELIGIOUS PROGRAMS	7
STRAIGHT COMEDY PROGRAMS	6
SERIAL DRAMAS	4
OLD FAMILIAR MUSIC	3
LIGHT PLAYS	3
DOCUMENTARIES	1
NONE	*

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753150

38c. At what hours do you usually listen to the radio?

Asked of respondents who listen
to the radio as often as once
a week--86% of total sample

Analyzed by respondents who are:											
Number of respondents	Total asked this question	Male and whose college class is:					Female and whose college class is:				
		Total	Fresh-	Sopho-	Junior	Senior	Total	Fresh-	Sopho-	Junior	Senior
			man	more				man	more		
	3966 (100%)	2664 (100%)	682 (100%)	660 (100%)	664 (100%)	658 (100%)	1302 (100%)	349 (100%)	327 (100%)	323 (100%)	303 (100%)
	%	%	%	%	%	%	%	%	%	%	%
<u>Morning</u>											
BEFORE 8	32	28	24	30	30	29	40	37	39	42	42
8 - 9	10	8	8	12	7	7	13	13	11	14	14
9 - 10	3	2	3	2	3	2	4	3	4	4	3
10 - 11	2	2	3	2	2	1	3	3	3	3	3
11 - 12	2	2	2	2	1	2	3	4	2	3	3
<u>Afternoon</u>											
12 - 1	6	6	4	4	9	8	6	7	6	6	7
1 - 2	6	7	4	8	8	7	6	6	7	6	3
2 - 3	11	11	11	13	10	10	9	11	9	9	7
3 - 4	16	16	19	18	15	12	15	21	14	14	11
4 - 5	20	18	22	18	17	14	23	30	24	23	14
5 - 6	18	17	19	15	18	15	21	27	19	21	15
<u>Evening</u>											
6 - 7	21	22	19	16	26	26	20	20	19	21	19
7 - 8	28	30	30	28	28	32	24	25	23	23	24
8 - 9	31	33	36	33	29	34	26	28	24	26	27
9 - 10	35	36	34	38	36	38	32	31	30	31	36
AFTER 10	47	48	48	46	47	51	46	44	50	42	50
<u>Listens:</u>											
IN THE MORNING	41	36	33	38	38	35	51	48	50	53	52
IN THE AFTER- NOON	40	40	41	38	43	36	41	48	41	42	32
IN THE EVENING	78	79	80	76	79	81	75	73	77	74	78

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753151

38c. At what hours do you usually listen to the radio?

Asked of respondents who listen
to the radio as often as once
a week--86% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	3966 (100%)	628 (100%)	230 (100%)	3108 (100%)
	%	%	%	%
<u>Morning</u>				
BEFORE 8	32	18	40	34
8 - 9	10	6	17	10
9 - 10	3	2	3	3
10 - 11	2	2	3	2
11 - 12	2	1	3	2
<u>Afternoon</u>				
12 - 1	6	5	5	7
1 - 2	6	6	7	7
2 - 3	11	10	10	11
3 - 4	16	10	13	17
4 - 5	20	13	21	21
5 - 6	18	15	18	19
<u>Evening</u>				
6 - 7	21	20	20	21
7 - 8	28	28	27	28
8 - 9	31	38	31	29
9 - 10	35	39	38	34
AFTER 10	47	56	66	44
<u>Listens:</u>				
IN THE MORNING	41	25	54	43
IN THE AFTERNOON	40	33	37	42
IN THE EVENING	78	83	91	76

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753152

38c. At what hours do you usually listen to the radio?

Asked of respondents who listen
to the radio as often as once
a week--87% of Negro sample

	<u>Total asked this question</u>
Number of respondents	522 (100%)
	%
<u>Morning</u>	
BEFORE 8	41
8 - 9	7
9 - 10	4
10 - 11	3
11 - 12	3
<u>Afternoon</u>	
12 - 1	7
1 - 2	7
2 - 3	9
3 - 4	12
4 - 5	15
5 - 6	13
<u>Evening</u>	
6 - 7	21
7 - 8	24
8 - 9	27
9 - 10	35
AFTER 10	37
<u>Listens:</u>	
IN THE MORNING	51
IN THE AFTERNOON	40
IN THE EVENING	74

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753153

39a. About how often have you been watching television during this past winter and spring--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

Analyzed by respondents who are:

Number of respondents	Total sample	Male and whose college class is:					Female and whose college class is:				
		Total	Fresh-	Soph-	Junior	Senior	Total	Fresh-	Soph-	Junior	Senior
			man	omore				man	omore		
	4587 (100%)	3072 (100%)	778 (100%)	752 (100%)	772 (100%)	770 (100%)	1515 (100%)	383 (100%)	377 (100%)	378 (100%)	377 (100%)
	%	%	%	%	%	%	%	%	%	%	%
DAILY	14	16	17	15	17	15	11	11	12	11	10
SEVERAL TIMES A WEEK	25	27	25	30	27	27	20	17	19	22	23
ABOUT ONCE A WEEK	18	19	18	19	21	19	17	16	15	20	17
LESS OFTEN THAN ONCE A WEEK	26	23	24	23	21	24	31	33	34	28	30
NOT AT ALL	16	14	15	12	13	15	21	23	20	19	20
NO ANSWER	1	1	1	1	1	*	*	*	*	*	*

*Less than .5 per cent

1001753154

39a. About how often have you been watching television during this past winter and spring--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

	Total sample	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	3573 (100%)
	%	%	%	%
DAILY	14	9	3	16
SEVERAL TIMES A WEEK	25	23	6	27
ABOUT ONCE A WEEK	18	15	12	19
LESS OFTEN THAN ONCE A WEEK	26	32	47	23
NOT AT ALL	16	19	32	14
NO ANSWER	1	2	*	1

*Less than .5 per cent

1001753155

INTERVIEWS IN NEGRO COLLEGES

39a. About how often have you been watching television during this past winter and spring--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

	<u>Total Negro sample</u>
Number of respondents	599 (100%)
	%
DAILY	17
SEVERAL TIMES A WEEK	25
ABOUT ONCE A WEEK	18
LESS OFTEN THAN ONCE A WEEK	25
NOT AT ALL	9
NO ANSWER	6

1001753156

39b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best?

Asked of respondents who watch television as often as once a week--57% of total sample

question	Total asked this	Analyzed by respondents who are:									
		Male and whose college class is:					Female and whose college class is:				
		Total	Fresh- man	Soph- more	Junior	Senior	Total	Fresh- man	Soph- more	Junior	Senior
Number of respondents	2637 (100%)	1912 (100%)	466 (100%)	476 (100%)	502 (100%)	468 (100%)	725 (100%)	170 (100%)	172 (100%)	198 (100%)	185 (100%)
VARIETY PROGRAMS	35	35	37	33	37	31	36	32	38	39	36
SPORTS EVENTS	34	43	42	39	50	43	9	14	8	6	11
SERIOUS PLAYS	31	25	23	26	24	26	47	41	42	55	49
MOVIES	25	25	26	26	24	24	23	27	26	22	18
LIGHT PLAYS	23	19	20	18	17	20	34	40	36	33	29
STRAIGHT COMEDY PROGRAMS	21	23	23	21	24	22	15	18	17	13	12
QUIZ PROGRAMS	13	12	12	15	10	10	17	18	17	15	19
NEWS BROADCASTS	10	10	7	8	12	12	9	5	8	12	11
DOCUMENTARIES	8	9	8	8	9	11	7	5	5	9	8
DISCUSSIONS OF PUBLIC ISSUES	5	5	4	4	8	6	6	4	5	7	6
POPULAR AND DANCE MUSIC	5	4	7	5	3	3	6	8	5	6	6
SERIAL DRAMAS	4	3	3	4	2	3	5	5	6	4	7
CLASSICAL MUSIC	3	2	2	2	2	3	4	2	3	5	4
WEATHER PROGRAMS	2	2	2	1	3	3	1	1	1	2	2
RELIGIOUS PROGRAMS	1	1	2	-	*	1	2	2	1	1	3
OLD FAMILIAR MUSIC	*	*	-	*	-	1	1	1	1	1	1
NONE	*	-	-	-	-	-	*	1	-	-	-
DON'T KNOW	*	*	-	*	*	-	*	-	-	1	-
NO ANSWER	6	6	4	7	5	7	5	6	6	4	5

*Less than .5 per cent.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753157

39b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best?

Asked of respondents who watch television as often as once a week--57% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	2637 (100%)	346 (100%)	57** (100%)	2234 (100%)
	%	%	%	%
VARIETY PROGRAMS	35	27	37	36
SPORTS EVENTS	34	47	18	32
SERIOUS PLAYS	31	30	63	30
MOVIES	25	29	32	24
LIGHT PLAYS	23	18	35	23
STRAIGHT COMEDY PROGRAMS	21	22	14	21
QUIZ PROGRAMS	13	14	25	13
NEWS BROADCASTS	10	9	18	10
DOCUMENTARIES	8	8	11	8
DISCUSSIONS OF PUBLIC ISSUES	5	8	2	5
POPULAR AND DANCE MUSIC	5	3	4	5
SERIAL DRAMAS	4	2	5	4
CLASSICAL MUSIC	3	3	2	3
WEATHER PROGRAMS	2	1	-	2
RELIGIOUS PROGRAMS	1	1	-	1
OLD FAMILIAR MUSIC	*	1	-	*
NONE	*	-	-	*
DON'T KNOW	*	-	-	*
NO ANSWER	6	6	5	6

1001753158

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/jshk0000>

39b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best?

Asked of respondents who watch television as often as once a week--60% of Negro sample

	<u>Total asked this question</u>
Number of respondents	357 (100%)
	%
VARIETY PROGRAMS	33
SPORTS EVENTS	32
SERIOUS PLAYS	30
MOVIES	30
QUIZ PROGRAMS	23
NEWS BROADCASTS	13
STRAIGHT COMEDY PROGRAMS	13
SERIAL DRAMAS	12
LIGHT PLAYS	11
DISCUSSIONS OF PUBLIC ISSUES	9
POPULAR AND DANCE MUSIC	6
WEATHER PROGRAMS	5
DOCUMENTARIES	4
RELIGIOUS PROGRAMS	4
CLASSICAL MUSIC	3
OLD FAMILIAR MUSIC	*
NO ANSWER	6

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753159

39c. At what hours do you usually watch television?

Asked of respondents who watch television as often as once a week--37% of total sample

Number of respondents	Total asked this question	Analyzed by respondents who are:								
		Male and whose college class is:					Female and whose college class is:			
		Total	Fresh-man	Sophomore	Junior	Senior	Total	Fresh-man	Sophomore	Junior Senior
	2637 (100%)	1912 (100%)	466 (100%)	476 (100%)	502 (100%)	468 (100%)	725 (100%)	170 (100%)	172 (100%)	198 (100%) 185 (100%)
<u>Morning</u>	%	%	%	%	%	%	%	%	%	%
BEFORE 8	1	1	1	*	1	-	1	1	1	1
8 - 9	1	1	1	*	*	-	1	-	1	2
9 - 10	1	1	2	1	*	-	*	-	-	1
10 - 11	1	1	1	1	*	1	1	1	-	1
11 - 12	1	1	1	1	1	*	*	1	-	-
<u>Afternoon</u>										
12 - 1	1	2	2	*	2	3	1	1	-	1
1 - 2	3	4	4	3	3	5	1	2	1	2
2 - 3	7	8	8	6	9	10	3	4	3	4
3 - 4	7	8	8	6	8	9	5	2	5	7
4 - 5	6	6	6	6	7	6	6	4	5	8
5 - 6	5	5	4	6	4	7	6	3	4	9
<u>Evening</u>										
6 - 7	19	21	22	19	18	24	16	16	15	20
7 - 8	48	48	45	44	49	51	48	50	52	42
8 - 9	64	61	64	56	62	62	73	74	72	70
9 - 10	59	57	58	52	61	59	63	56	67	64
AFTER 10	40	42	39	39	47	43	36	29	35	37
<u>Watches:</u>										
IN THE MORNING	2	2	2	2	1	1	2	3	2	2
IN THE AFTER-NOON	15	15	14	14	16	18	12	13	9	16
IN THE EVENING	95	95	96	92	96	96	96	98	95	95

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753160

39c. At what hours do you usually watch television?

Asked of respondents who watch
television as often as once a
week--57% of total sample

	Total asked this question	Analyzed by respondents who attend a:		
		Men's college	Women's college	Co-ed college
Number of respondents	2637 (100%)	346 (100%)	57** (100%)	2234 (100%)
	%	%	%	%
<u>Morning</u>				
BEFORE 8	1	1	-	1
8 - 9	1	1	2	1
9 - 10	1	-	-	1
10 - 11	1	-	-	1
11 - 12	1	-	-	1
<u>Afternoon</u>				
12 - 1	1	-	-	2
1 - 2	3	2	-	3
2 - 3	7	10	-	6
3 - 4	7	10	2	7
4 - 5	6	6	5	6
5 - 6	5	8	4	5
<u>Evening</u>				
6 - 7	19	12	7	21
7 - 8	48	29	21	51
8 - 9	64	59	72	65
9 - 10	59	61	82	58
AFTER 10	40	51	54	38
<u>Watches:</u>				
IN THE MORNING	2	1	2	2
IN THE AFTERNOON	15	16	5	15
IN THE EVENING	95	97	96	95

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753161

INTERVIEWS IN NEGRO COLLEGES

39c. At what hours do you usually watch television?

Asked of respondents who watch
television as often as once a
week--60% of Negro sample

	<u>Total asked this question</u>
Number of respondents	357 (100%)
	%
<u>Morning</u>	
BEFORE 8	1
8 - 9	1
11 - 12	1
<u>Afternoon</u>	
12 - 1	4
1 - 2	5
2 - 3	7
3 - 4	6
4 - 5	7
5 - 6	8
<u>Evening</u>	
6 - 7	21
7 - 8	43
8 - 9	53
9 - 10	51
AFTER 10	38
<u>Watches:</u>	
IN THE MORNING	-
IN THE AFTERNOON	22
IN THE EVENING	95

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753162

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (coffee, tea, milk) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

Analyzed by Question 2a: respondents who are:							
Male and are:				Female and are:			
Total sample	Total	Not Cigarette cigarette		Total	Not Cigarette cigarette		Total
		smokers	smokers		smokers	smokers	
Number of respondents	4587 (100%)	3072 (100%)	1500 (100%)	1572 (100%)	1515 (100%)	653 (100%)	862 (100%)
	%	%	%	%	%	%	%
a. Coffee							
SEVERAL TIMES DAILY	39	38	54	22	43	60	29
ONCE A DAY	23	23	23	23	22	17	25
SEVERAL TIMES A WEEK	9	9	8	11	7	6	9
ONCE A WEEK	5	5	3	8	4	3	5
LESS OFTEN	5	5	3	7	6	4	7
NEVER	19	20	9	29	18	10	25
NO ANSWER	*	*	*	*	*	-	*
b. Tea							
SEVERAL TIMES DAILY	6	5	5	5	8	7	9
ONCE A DAY	13	12	10	14	15	13	16
SEVERAL TIMES A WEEK	12	11	10	12	14	14	15
ONCE A WEEK	11	11	10	11	12	12	13
LESS OFTEN	21	21	22	20	21	21	21
NEVER	36	40	42	38	30	33	26
DON'T KNOW OR							
NO ANSWER	1	*	1	*	*	-	*
c. Milk							
SEVERAL TIMES DAILY	65	69	61	77	56	50	61
ONCE A DAY	21	18	23	14	25	28	22
SEVERAL TIMES A WEEK	5	5	5	4	6	7	6
ONCE A WEEK	2	2	3	2	2	2	2
LESS OFTEN	2	2	3	1	3	4	3
NEVER	5	4	5	2	8	9	6
DON'T KNOW OR							
NO ANSWER	*	*	*	-	*	-	*

1001753163

*Less than .5 per cent

(continued)

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (highball or cocktail, beer) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

Analyzed by Question 2a: respondents who are:							
Male and are:				Female and are:			
	Total sample	Total	Cigarette smokers	Not cigarette smokers	Total	Cigarette smokers	Not cigarette smokers
Number of respondents	4587 (100%)	3072 (100%)	1500 (100%)	1572 (100%)	1515 (100%)	653 (100%)	862 (100%)
	%	%	%	%	%	%	%
d. <u>Highball or cocktail</u>							
SEVERAL TIMES DAILY	*	*	*	*	-	-	-
ONCE A DAY	1	2	3	1	*	1	-
SEVERAL TIMES A WEEK	10	12	15	8	6	10	3
ONCE A WEEK	19	19	24	13	20	29	13
LESS OFTEN	35	34	37	33	35	41	30
NEVER	35	33	20	45	39	19	54
DON'T KNOW OR NO ANSWER	*	*	1	*	*	-	*
e. <u>Beer</u>							
SEVERAL TIMES DAILY	1	2	2	2	*	*	-
ONCE A DAY	3	4	5	3	*	1	*
SEVERAL TIMES A WEEK	19	25	33	17	6	11	2
ONCE A WEEK	19	21	26	16	14	22	8
LESS OFTEN	23	23	21	25	24	30	19
NEVER	35	24	12	36	56	36	71
DON'T KNOW OR NO ANSWER	*	1	1	1	*	-	*

*Less than .5 per cent

1001753164

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (coffee, tea, milk) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

		Analyzed by Question 2a: respondents who are:					
		Male and are:			Female and are:		
		Total		Not	Total		Not
		Cigarette		cigarette	Cigarette		cigarette
		smokers		smokers	smokers		smokers
		Total			Total		
Number of respondents	Total Negro sample	Total	Cigarette smokers	Not cigarette smokers	Total	Cigarette smokers	Not cigarette smokers
	599 (100%)	298 (100%)	181 (100%)	117 (100%)	301 (100%)	138 (100%)	163 (100%)
	%	%	%	%	%	%	%
a. Coffee							
SEVERAL TIMES DAILY	7	9	12	3	6	7	5
ONCE A DAY	30	29	32	25	30	41	22
SEVERAL TIMES A WEEK	11	14	14	13	9	9	9
ONCE A WEEK	5	5	5	6	4	5	4
LESS OFTEN	12	12	10	15	13	12	14
NEVER	34	31	26	38	37	25	46
DON'T KNOW OR NO ANSWER	1	*	1	-	1	1	-
b. Tea							
SEVERAL TIMES DAILY	1	1	1	1	2	2	2
ONCE A DAY	18	19	16	22	17	17	17
SEVERAL TIMES A WEEK	20	18	15	23	22	22	21
ONCE A WEEK	9	9	9	9	9	12	7
LESS OFTEN	27	25	25	26	28	22	32
NEVER	24	28	33	19	21	23	20
DON'T KNOW OR NO ANSWER	1	*	1	-	1	2	1
c. Milk							
SEVERAL TIMES DAILY	23	23	22	24	22	25	20
ONCE A DAY	50	53	55	51	48	43	53
SEVERAL TIMES A WEEK	12	14	13	15	11	11	11
ONCE A WEEK	2	1	1	1	2	2	2
LESS OFTEN	6	4	3	5	8	9	7
NEVER	7	5	5	4	8	9	7
DON'T KNOW OR NO ANSWER	*	*	1	-	1	1	-

1001753165

*Less than .5 per cent

(continued)

INTERVIEWS IN NEGRO COLLEGES

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (highball or cocktail, beer) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

		Analyzed by Question 2a: respondents who are:					
		Male and are:			Female and are:		
	Total Negro sample	Not		Total	Not		Total
		Cigarette smokers	cigarette smokers		Cigarette smokers	cigarette smokers	
Number of respondents	599 (100%)	298 (100%)	181 (100%)	117 (100%)	301 (100%)	138 (100%)	163 (100%)
	%	%	%	%	%	%	%
d. Highball or cocktail							
SEVERAL TIMES DAILY	*	*	-	1	-	-	-
ONCE A DAY	1	1	2	-	-	-	-
SEVERAL TIMES A WEEK	7	10	14	5	3	7	1
ONCE A WEEK	18	26	30	20	10	14	7
LESS OFTEN	37	35	33	37	41	46	35
NEVER	35	27	20	37	44	30	56
DON'T KNOW OR NO ANSWER	2	1	1	-	2	3	1
e. Beer							
SEVERAL TIMES DAILY	1	1	2	1	-	-	-
ONCE A DAY	1	3	3	3	-	-	-
SEVERAL TIMES A WEEK	13	18	22	12	7	13	2
ONCE A WEEK	16	23	26	16	11	18	5
LESS OFTEN	27	29	29	29	25	31	20
NEVER	41	26	17	39	56	37	72
DON'T KNOW OR NO ANSWER	1	*	1	-	1	1	1

*Less than .5 per cent

1001753166

DISTRIBUTION OF
RESPONDENTS

1001753167

1001753168

	Total sample	Total cigarette smokers	Analyzed by Question 6a:				
			Philip Morris (R & K)	Marlboro	Camel	Chester-field (R & K)	L & M (R & K)
Number of respondents	4587 (100%)	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)	193 (100%)
	%	%	%	%	%	%	%
<u>Sex</u>							
Male	67	70	90	63	87	78	52
Female	33	30	10	37	13	22	48
<u>Age</u>							
Under 16	-	-	-	-	-	-	-
16	*	*	-	-	-	-	-
17	1	1	-	-	1	1	1
18	14	13	10	23	2	13	14
19	21	19	22	15	12	17	18
20	20	21	19	24	13	25	22
21	18	18	26	23	23	18	18
22 - 24	17	19	14	11	21	17	17
25 or over	8	9	9	4	28	9	10
No answer	1	*	-	-	-	-	*
<u>Location of student's home:</u>							
New England	5	6	13	10	-	4	8
Middle Atlantic	14	16	14	34	17	20	18
East North Central	21	21	23	10	22	18	23
West North Central	20	20	16	12	20	20	15
South Atlantic	9	9	3	4	5	9	5
East South Central	4	3	-	3	2	3	2
West South Central	6	5	3	4	7	5	4
Mountain or Pacific	17	14	19	13	22	11	22
No answer	5	6	9	10	5	10	3
<u>Class</u>							
Freshman	25	23	29	19	12	22	22
Sophomore	25	25	28	27	24	21	24
Junior	25	27	30	29	39	29	24
Senior	25	25	13	25	25	28	30
<u>Where student lives</u>							
Dormitory	39	36	39	44	13	35	42
Fraternity or sorority	13	14	9	13	3	15	12
Own home	34	34	23	34	59	36	35
Other	14	15	29	8	23	13	10
No answer	*	1	-	1	2	1	1

*Less than
 **Percentages based on less than

1001753169

respondents whose present regular brand is:

Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter		Other filter (R & K)	Don't know	Total non- cigarette smokers
				Regular size	King size			
327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** (100%)	22** (100%)	2434 (100%)
%	%	%	%	%	%	%	%	%
91	71	40	63	90	71	50	73	65
9	29	60	37	10	29	50	27	35
-	-	-	-	-	-	-	-	*
1	-	-	-	-	-	-	-	*
-	1	-	1	5	-	4	-	2
14	10	14	12	5	-	16	32	15
18	21	25	21	10	28	18	9	22
21	19	20	24	15	7	19	23	19
16	17	16	15	27	11	18	13	19
23	23	18	14	28	29	12	14	16
7	9	7	13	10	25	10	9	7
-	-	-	-	-	-	3	-	*
5	5	3	6	15	7	6	18	4
14	16	9	8	28	25	17	23	12
26	23	19	22	20	11	20	23	21
18	20	25	31	5	18	15	9	20
9	8	3	19	12	21	12	27	10
3	4	6	4	-	-	9	-	4
4	6	9	3	8	-	-	-	6
19	12	19	5	12	14	9	-	19
2	6	7	2	-	4	12	-	4
28	18	25	29	20	14	32	41	27
25	28	23	27	15	36	16	14	25
24	25	30	25	33	11	22	9	23
23	29	22	19	32	39	30	36	25
33	36	36	39	35	22	41	46	41
17	19	16	11	20	14	13	-	11
31	30	35	35	17	50	38	36	35
18	15	12	15	28	14	6	18	13
1	-	1	-	-	-	2	-	*

1001753170

.5 per cent

100 cases are often unreliable.

(continued)

	Total sample	Total cigarette smokers	Analyzed by Question 6a:				
			Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)	L & M (R & K)
Number of respondents	4587 (100%)	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)	193 (100%)
	%	%	%	%	%	%	%
Belongs to sorority or fraternity	39	40	46	37	40	47	37
Not a member	57	56	54	57	58	48	58
No answer	4	4	-	6	2	5	5
<u>Marital status</u>							
Married	10	11	4	8	36	7	10
Not married	89	89	96	92	64	92	89
No answer	1	*	-	-	-	1	1
<u>Size of place where student lives</u>							
Over 1,000,000	19	20	28	25	30	24	21
500,000 - 1,000,000	19	19	10	19	28	26	22
100,000 - 500,000	15	15	14	14	10	12	13
25,000 - 100,000	18	18	16	20	6	17	18
2,500 - 25,000	19	19	29	11	16	15	18
Under 2,500 or rural	8	7	3	8	8	5	7
No answer	2	2	-	3	2	1	1
<u>Location of college</u>							
New England	8	8	10	13	-	8	13
Middle Atlantic	11	13	17	35	13	16	10
East North Central	24	26	28	14	25	24	26
West North Central	19	19	17	9	21	21	14
South Atlantic	11	10	6	6	7	11	11
East South Central	3	2	-	2	-	3	1
West South Central	6	6	3	5	6	6	3
Mountain	3	3	4	3	9	2	6
Pacific	15	13	15	13	19	9	16
<u>Size of college</u>							
Over 8,000	34	35	38	37	45	33	37
4,000 - 8,000	33	34	30	32	33	40	29
1,000 - 4,000	24	24	22	21	20	21	22
500 - 1,000	7	5	10	9	-	5	10
Under 500	2	2	-	1	2	1	2
<u>Type of college</u>							
Men's college	16	19	26	17	14	24	16
Women's college	6	6	1	15	-	3	14
Co-ed college	78	75	73	68	86	73	70

1001753171

*Less than
**Percentages based on less than

OF RESPONDENTS

respondents whose present regular brand is:

Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter		Other filter (R & K)	Don't know	Total non- cigarette smokers
				Regular size	King size			
327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** (100%)	22** (100%)	2434 (100%)
%	%	%	%	%	%	%	%	%
36	45	46	30	38	64	29	9	37
61	50	51	65	50	36	69	86	59
3	5	3	5	12	-	2	5	4
8	12	6	14	-	21	13	9	9
90	88	94	86	100	79	87	91	90
2	-	*	-	-	-	-	-	1
21	16	24	14	5	29	7	41	17
12	18	23	17	5	4	25	9	19
20	16	14	15	22	32	13	5	15
19	17	13	20	28	14	28	18	18
23	19	18	21	22	14	22	27	20
4	8	5	11	18	7	2	-	9
1	6	3	2	-	-	3	-	2
5	8	3	12	15	7	10	18	7
9	10	7	6	23	25	15	37	9
32	27	25	25	15	21	38	27	22
14	23	22	26	10	18	10	9	19
11	10	5	17	15	-	7	9	11
3	2	3	2	-	-	6	-	3
6	7	11	2	7	-	2	-	7
2	2	4	3	10	7	5	-	4
18	11	20	7	5	22	7	-	18
37	34	35	32	25	43	40	9	34
36	37	31	24	50	32	31	36	32
21	26	26	34	23	25	22	32	23
4	2	5	7	-	-	7	9	8
2	1	3	3	2	-	-	14	3
24	19	3	21	35	7	9	45	14
1	4	7	13	2	-	10	9	6
75	77	90	66	63	93	81	46	80

1001753172

.5 per cent

100 cases are often unreliable.

INTERVIEWS IN NEGRO COLLEGESDISTRIBUTION OF RESPONDENTS

	Total Negro sample	Total cigarette smokers	Total non-cigarette smokers
Number of respondents	599 (100%)	319 (100%)	280 (100%)
Sex:	%	%	%
Male	50	57	42
Female	50	43	58
Age			
16	*	*	*
17	4	3	5
18	11	11	11
19	19	16	22
20	21	18	24
21	18	21	14
22 - 24	20	24	17
25 or over	7	7	7
Not recorded	*	*	*
Location of Student's Home:			
New England	3	3	2
Middle Atlantic	8	11	5
East North Central	6	7	5
West North Central	1	2	1
South Atlantic	53	52	55
East South Central	8	9	6
West South Central	16	13	19
Mountain or Pacific	2	1	2
Not recorded	3	2	5
Class:			
Freshman	25	24	26
Sophomore	25	22	28
Junior	26	30	21
Senior	24	24	25
Where Student Lives:			
Dormitory	63	65	61
Fraternity or sorority	*	*	-
Own home	22	20	25
Other	14	14	13
No answer	1	1	1

*Less than .5 per cent

(continued)

1001753173

INTERVIEWS IN NEGRO COLLEGESDISTRIBUTION OF RESPONDENTS

	<u>Total Negro sample</u>	<u>Total cigarette smokers</u>	<u>Total non-cigarette smokers</u>
Number of respondents	599 (100%)	319 (100%)	280 (100%)
	%	%	%
Belongs to sorority or fraternity	29	36	22
Not a member	69	62	76
Not recorded	2	2	2
<u>Marital Status:</u>			
Married	6	7	5
Not married	91	89	93
Not recorded	3	4	2
<u>Size of Place Where Student Lives:</u>			
Over 1,000,000	3	4	2
500,000 - 1,000,000	19	16	23
100,000 - 500,000	10	12	8
25,000 - 100,000	35	39	30
2,500 - 25,000	20	19	22
Under 2,500 or rural	10	7	12
Not recorded	3	3	3
<u>Location of College:</u>			
South Atlantic	67	67	67
East South Central	16	20	12
West South Central	17	13	21
<u>Size of College:</u>			
1,000 - 8,000	59	52	65
500 - 1,000	33	39	27
Under 500	8	9	8
<u>Type of College:</u>			
Men's college	8	11	5
Women's college	8	9	7
Co-ed college	84	80	88

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